

Dallas

MARCH

1952



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1872 E. M. Kahn
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Dallas' Oldest Retail Store.
Apparel shops for men, women
and boys.

1872 Dallas Railway
& Terminal Co.

Street Railway

1872 Huey & Philp
Hardware Co.

Wholesale Hardware

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran

Insurance General Agents

1876 Fakes &
Company

Home Furnishings

1884 The Dorsey
Company

Printers—Lithographers
Stationers—Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1890 William S.
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Advertising Printing

Established

1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1893 Fleming &
Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1897
Boston Gear Works Division 1888
Industrial Supply Division 1907

1900 John Deere
Plow Company

Agricultural Implements

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines
Inland Marine, and Automobile
Insurance

1903 First Texas Chem-
ical Mfg. Company

Pharmaceutical Manufacturers

1906 Hesse Envelope
Company

Manufacturers of Envelopes
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1907 Tennessee
Dairies, Inc.

Gold Seal Dairy Products

1911 W. W. Overton
& Co.

Food Broker

1912 Stewart Office
Supply Company

Stationers—Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

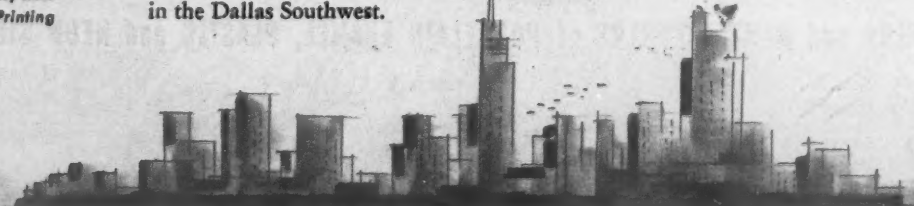


THE wonder and excitement that marked the first telephone conversations in Dallas in 1881 are illustrated in the above artist's sketch. The first telephone was brought to Texas in 1878 by Colonel A. H. Belo of the *Galveston News*, who had seen Alexander Graham Bell's fascinating exhibit at the Philadelphia Centennial Exposition in 1876. Five years later, telephone service began in Dallas with 40 subscribers in a town of some 10,000 people. By 1890 Dallas had grown to almost 40,000 and that same year the pioneer printing firm of Colville & Sons was founded. Neither printing nor the telephone had the vital importance to Dallas business in that period that they have today. Through the years this firm has grown with Dallas and played an important part in making it the graphic arts center of the Southwest. Today the firm is known as William S. Henson, Inc., specializing in advertising printing. Dallas has a quarter of a million telephones. Some 339 companies, with more than a thousand telephone exchanges, serve two million telephones over the state of Texas.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



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SERVICE

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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

A Decade for Dallas in...

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

ANNIVERSARIES and milestones are less worthy of observance, it seems to me, than custom would seem to prescribe, for the trappings of celebration and obeisance to such days only serve to emphasize those concomitant desperations of life, such as graying hair, expanding girths, and sedentary surrender to the routines of existence, not to mention the basic tragedy of all, which is time irretrievably gone. And yet, some commemorations must be condoned; an individual, for instance, who has been buffeted on the billows of Washington life for 10 tempestuous years is entitled to be indulged by his friends as he suggests, with pardonable vanity, that he at least has somehow survived them, which is achievement enough, God knows.



DALE MILLER

And so it is that a milestone of modest dimensions has been reached on this page, for 10 years ago this month—in the March, 1942, issue of this estimable publication—this little article captioned "Washington" first made its appearance; and it has appeared without interruption in every issue since that time. What that proves I have not the faintest idea, unless it is that the population of Dallas has grown so much and mutated so often that enough readers can be beguiled from the inquisitive new to replace periodically the disenchanted old. And yet—who knows—there may even be among them a durable reader who has spanned the entire decade; if so, to that stout hero, a toast *in absentia*.

Spinning back the kaleidoscope of time, World War II was but three months old when the first "Washington" column was published here. "It is a fabulous and incredible city," that first article said of Washington, "growing too big for itself, with thousands of workers crowding scores of buildings until

even the walls seem to bulge and distend. Traffic is congested, hotels and rooming houses are packed, and the tempo of life is one of tension and hurry, even into the night." And yet that article stated that "the changes being undergone in Washington cannot be ascribed to the war. . . . The war has only accelerated a trend . . . a trend toward collectivism in government. . . . We are living in a different kind of America than we lived in a few years ago.

"There is a confusion and haphazardness about Washington," that report went on, "that is so grandiose it is almost majestic. You find yourself wondering how they do it. There are bureaus which have too much authority, others which have very little but are functioning vigorously anyway, and still others which serenely duplicate, and often frustrate, the powers and duties of others. And all are being shuffled around like clothes in an electric washer.

"The psychology of Washington is not unlike that of a five-ring circus. So much activity is going on at once that the spectator is deluded and captivated by the panoramic whole, and by the time he suspects the speciousness of a particular performance, that act is whisked away and another takes its place; and the first reappears in some other setting with the same routine presented in a different dress.

"It all adds up, of course; all the confusion and turmoil and extravagance and growth. It is a comprehensive overall picture of a philosophy of government in the throes of change—a change it does not fully comprehend and probably would not want if it did. It is a change from democracy to bureaucracy, from the rule of the people to the rule of executive decree; and the metamorphosis was inexorably in progress before the war began and will probably continue after the war is over."

There is a curious sense of detachment, not unmixed with an indefinable nostalgia, which somehow attends the

(Continued on Page 54)



1943: Mr. Miller succeeded Congressman Wright Patman as president of Texas State Society of Washington.

1946: Mr. Miller presided at dinner honoring General Dwight D. Eisenhower and Admiral Chester W. Nimitz.



1947: Mr. Miller invited Speaker of the House Sam Rayburn to address the Texas University Ex-Students' banquet.



1950: Mr. Miller conferred with Robert J. Smith, vice chairman of the National Securities Resources Board.





UNDER CALIFORNIA'S FOUR-STORY HIGHWAY, where three major expressways intersect, Dallas and Texas officials and civic leaders inspected the latest west coast highway developments. In the foreground are, left to right, Harrison Baker, member of the California Highway Commission, W. W. Overton, Jr., chairman of the board of the Texas Bank and Trust Company, Ben H. Wooten, president of the Dallas Chamber of Commerce, and Paul O. Harding, California assistant state highway engineer.

Highway Trip: A Lesson for Leaders

LOOKING forward to a solution of the complex traffic problems of Dallas and Texas, a group of 56 Texas officials and civic leaders headed by Ben H. Wooten, president of the Dallas Chamber of Commerce, and Eric C. Gambrell, chairman of the Citizens' Traffic Commission of Dallas, made an "on the ground" study of the Los Angeles highway program, February 24, 25 and 26.

The purpose of the visit was to observe the approach which has been made to traffic in that area since their problem has been acute for a longer period, and to profit by techniques and procedures which are applicable to the Dallas and Texas situation, as well as to avoid those which have deterred progress. Since the traffic problems of major

Texas cities are similar to those in California and both states have the same problem of serving large sparsely settled areas, this presented an ideal setting for an objective study of urban-rural traffic problems.

The Texas group not only studied planning and construction procedures, but also learned the background for financing which was worked out for the equitable allocation of highway funds and an adequate tax program to meet the needs of high density traffic in metropolitan areas and at the same time satisfy the wants of rural counties.

By TOM McHALE

The open-minded attitude of the Texas group was summed up by Mr. Wooten in the first conference which was presided over by Felix Chappellet, chairman of the Freeways Committee of the Los Angeles Chamber of Commerce.

He said, "We are out here to get some knowledge and we believe we have come to the right place. We have problems in our urban areas that the people of Los Angeles have had for a long time. I don't believe any of us came out here sold on any particular proposition."

Back of the Texas trip to Los Angeles is a very definite need for a new approach to meet highway needs in Dallas and other metropolitan areas in Texas and over the entire state. Dallas faces the same kind of traffic problems as Los

Angeles—trying to move too many vehicles in and out of too small an area at the same time.

Dallas' area, population and the number of vehicles have all doubled in the past 10 years and the street system needed to carry the traffic increase has not. If things are bad today, what of the future? By 1970 it is estimated that Dallas County will have a population of 1,200,000 who will drive some 500,000 cars.

Dallas County alone needs \$27,300,000 worth of immediate work on state highways within its boundaries, exclusive of expressways. That is only part of the mammoth problem facing the Texas Highway Department. In the seven-county district around Dallas there is a \$102,000,000 highway deficiency and a stop-gap or top priority of \$52,000,000. Although \$27,300,000 worth of work is needed in a two year period, the highway department does not expect to be able to spend more than \$7,000,000 or \$3,500,000 a year.

E. H. Thornton, Jr., of Galveston, chairman of the Texas Highway Commission, said recently in Dallas that his department needs \$100,000,000 added to its \$110,000,000 yearly budget to improve 16,000 miles of antiquated arterial highways in the state.

He also stated, "Texas is not keeping up with its job of highway building and maintenance. Our highways are becoming old, worn and overcrowded. There are more accidents, economic losses, injuries and deaths. Many of our roads are reaching the end of their expectancy. They must be replaced. Vastly increasing traffic puts a greater burden on roads."

Texas has a two-fold problem of planning and financing and Texas' metropolitan centers as well as the highway department must find new sources of tax revenue to cope with modern traffic. The Texas state tax of four cents a gallon on gasoline is one of the lowest in the nation. It has not been raised since 1929.

In the fiscal year ending August 31, 1951, the Texas Highway Department had receipts of \$132,500,000 including \$29,000,000 in federal aid. Main sources of revenue are the highway motor fuel tax which brought in \$42,500,000 and automobile license fees which brought in \$28,200,000.

Offsetting the federal aid figure is the fact that the government actually takes \$126,000,000 in gasoline taxes from Texas. The \$42,500,000 gasoline tax represents only about 40 per cent of the

\$104,500,000 collected. About \$17,000,000 went to refunds to non-highway users and \$1,000,000 to the enforcement fund. The remainder of gasoline tax revenue is divided, one-half (two cents of the four cent tax) to the highway department and one-quarter (one cent) to the school fund and the other quarter to the county bond refunding program.

As a result of a state-wide movement initiated by the Major Highways Development Committee in 1944, an intensive study of California's highway problem was made. Since the passage of the Burns-Collier Act in 1947, California has financed and built \$503,000,000 worth of expressways. In Los Angeles alone, \$150,000,000 has been spent and \$28,000,000 planned for expenditure during the coming year. Working out this plan was not a simple matter and involved a number of setbacks in the legislature.

With increased revenues, California has completed \$757,000,000 worth of highway construction since 1947. California operates on the principle that highways should be paid for by users. The state has constitutional amendments which prohibit diversion of highway funds for non-highway uses, so that use taxes are certain to apply to highway improvements. The first gas tax was passed in California in 1926 (two cents) and raised to three cents in 1927.

California has already established a pattern of state and county sharing in gas tax revenues. Of the three cent tax existing in 1946, the county received one cent, the state highway department one and one-half cents and the cities one-half cent (one-fourth for major

thoroughfares and one-fourth for state highways through the city). The Burns-Collier Act raised the gasoline tax to four and one-half cents with the state getting two and one-half cents, the cities five-eighths cents and the counties one and three-eighths cents. The two cents for the cities and counties is divided among the counties in relation to registration and among the cities in relation to population.

One of the most significant features back of the California plan was a state-wide study made on the basis of a \$100,000 appropriation by the state legislature. The other feature was the state-wide program of education and discussion of highway problems.

Dallas County has had paper plans since 1922 when Major A. E. Wood first submitted a plan for zoning, adjustment of streets to care for present and future traffic, control of all additions to Dallas inside and outside the present city limits and suggesting co-operation between city and county officials for county and regional planning as well as the need for legislation on the "Dallas Plan."

Dallas today has fine traffic planning and city planning departments and co-operation exists between city and county. However, the city and state lack finances to carry out needed highway improvements and Texas has very little effective zoning legislation outside major cities. The problem is statewide in that relief must come from the Legislature and must be based on co-operation of rural communities and metropolitan areas. The people of Texas must decide the future of their highway system.

Metropolitan Dallas and the State of Texas today face virtually the same problem that California began doing something about in 1943 and 1944, when thinking people in that state realized there were insufficient funds available to the Division of Highways to maintain the state highway system in condition for proper use, guard against the loss of investment and at the same time provide for the obsolescence of an inadequately developed system in a time of increasing costs.

In 1944, California had 3,036,000 registered automobiles and Texas had 1,625,428. Today, Texas stands at about the same place California did then, with Texas registration at 3,183,500 in 1950. Since the Texas percentage of growth was greater than California's, Texas should plan for an increase similar to California's, which reached the 5,335,000 automobile mark in 1951.

And since California has only 14,000 miles of state highway (compared with 46,000 miles in Texas), it is apparent that the need for action in Texas today is much greater.



THE PRESIDENT'S TROPHY to be awarded the Chamber's most active membership worker was received for the membership committee by E. V. McCright, left, chairman, from Ben H. Wooten, president of the Dallas Chamber of Commerce.

Bankers and Awards Boost New Membership Activities

PLANS FOR MEMBERSHIP ACTIVITIES to continue throughout 1952 were discussed by Hugh Sawyer, left, manager of the Chamber's membership division, and Louie E. Throgmorton, vice chairman of the membership committee.



TWO Dallas bankers gave an enthusiastic send-off to the Chamber's 1952 membership activities by revealing their personal salesmanship formulas and offering a table-full of valuable awards to the membership worker who completes the biggest share of the Chamber's 1,500 new-member quota.

Ben H. Wooten, president of the First National Bank of Dallas and president of the Dallas Chamber of Commerce, addressed the kick-off breakfast meeting at the Hotel Adolphus early this month. R. L. Thornton, chairman of the board of the Mercantile National Bank, told the membership committee his methods of civic salesmanship the following week.

E. V. McCright, chairman of the membership committee, stressed the importance of the 1952 membership activities at both meetings.

"We want to develop the eyes and ears of your chamber of commerce," Mr. McCright stated. "Your Chamber of Commerce is one organization that represents everything that is good for Dallas. For many years the Chamber of Commerce has been doing an outstanding job of building the city but it needs an organized effort to carry the work to a successful conclusion," Mr. McCright added.

"This year we want not only to inspire ourselves but want to bring into the Chamber 1,500 new members properly inspired with enthusiasm to support the organization," he stated.

Mr. McCright introduced Louie E. Throgmorton, vice chairman of the membership committee, and Harold M. Young, B. J. Pittman, Jr., and A. C. (Curtis) Horn, section leaders. Hugh Sawyer, manager of the Chamber's membership department, was in charge of arrangements for the programs.

Mr. Wooten personally offered a gold trophy to the organization's outstanding membership worker. The trophy will be presented to the team bringing in the most members by April 3. After that the trophy will rotate to the team that brings in the most members every two weeks. A plaque will be awarded every man obtaining as many as 20 new members and a paid-up life time membership will be awarded to each worker bringing in as many as 100 new members.

Mr. McCright personally donated "the best suit of clothes in Dallas" to be awarded the outstanding membership worker.

Mr. Wooten called on the membership workers to expand the Chamber's membership because, "no city grows very long that doesn't have an active, ener-

getic, driving, striving chamber of commerce."

"I don't believe that more than 40 per cent of the people of Dallas who should be members of the Chamber of Commerce are members. The public has to be constantly reminded of the good things of life before it will participate in them."

Mr. Thornton told the membership committee, "The more memberships we can get in the Chamber of Commerce the more interest the people of Dallas will take in their chamber of commerce."

The following firms are among the new members of the Dallas Chamber of Commerce:

Petroleum Materials Company, 2527 Cedar Springs; Evelyn Davison.

The Ramco Company, 3908 Lemon Avenue; R. A. McGarry; engineers and builders.

Meyers & Rosser, 2629 Oak Lawn; George H. Rosser; pharmacy.

Texas Bankers Investment Company, 110 South Field; A. L. Rohlfing; loan and finance.

Larry Robinson Portrait Studio, 1920 Main; Larry Robinson.

Tryle Walk Shoe Store, Mercantile Commerce Building; Robert L. Gormon; women's shoes, retail.

Touchstone Investment Company, 5004 Ross Avenue; John C. Touchstone; insurance and investments.

Florence Ormand Miller, Hotel Adolphus, Main Street Arcade; cosmetics and gifts.

George W. McDaniel, Jr., 3645 Haynie Avenue; real estate.

Sinclair Refining Company, 2119 Lofland; O. E. Bean, C. W. McFarling, L. E. Parkening; petroleum marketing.

Craftsman Insurance Company, 1410 Main; Harry C. Graves; hospitali-



PICNICKING SUPPLIES and the best suit of clothes in town have been offered as membership awards. J. Bon Critz, vice president and general manager of the Chamber, R. L. Thornton, former Chamber president, and E. V. McCright examined one of the prizes. In the background is the suit donated by Mr. McCright for his best worker.

zation, accident and health insurance.

Ace Body Company, 4023 East Side; Roy M. Gaines.

James L. Baldwin, M.D., Medical Arts Building.

Burns Business Service, 4910 East Grand Avenue; Mrs. K. W. Burns; book-keeping and payrolls.

Riley W. Connell, district agent, Farmers Insurance Group; 5014 Lemon Avenue.

David A. Johnson, 201 Empire Bank Building; attorney.

J. W. (Pat) Murphy, 806 Main; real estate.

Weldon Williams, 1104 Gulf States Building; real estate.

John Campbell & Associates, 1071 Second Unit Santa Fe Building; John Campbell; manufacturing agents.

Rich Plan Corporation of Texas, 9003 Denton Drive; Frank Cain; frozen foods.

National Field Warehouse Corporation, 2020 Live Oak; Charles L. Miller, Jr.

OVERFLOW CROWDS attended the first two membership breakfasts at the Hotel Adolphus.





MEXICO'S OIL CHIEF, Senator Antonio Bermudez, and his host, J. B. O'Connor, brought American and Mexican oil men together this month in Dallas. Above, Senator Bermudez is speaking beneath the map of his country. At right, Mr. O'Connor greeted Senator Bermudez just as the luncheon began.



A GESTURE of personal friendship by a Dallas businessman focused international attention on Dallas as an oil center this month.

J. B. O'Connor, executive vice president of Dresser Industries, Inc., thought he would like to express his friendship to Senator Antonio Bermudez by inviting him to Dallas for a personal visit. At the same time he conceived the idea that a meeting between the senator, managing director of Petroleos Mexicanos, known as Pemex, Mexico's nationalized oil industry, and United States oilmen of the

mid-continental oil area would be desirable.

Mr. O'Connor planned a luncheon that would accomplish both of these purposes, thinking in terms of inviting about 50 guests. But as plans for the

Good Neighbor Ties Strengthened by Oil

By Horace Ainsworth

Photography by Squire Haskins

luncheon progressed, the great need for the oil industries of the United States and Mexico to draw closer together became apparent.

The result was one of the largest, most lavish business-social functions that the

COLORFUL MENU commemorating the oil event was admired by Jose Colomo, left, assistant managing director of Pemex, and H. N. Mallon, president of Dresser Industries.



NEW OIL DISCOVERIES sparked the conversation of Manuel Rodriguez-Aguilar, exploration manager of Pemex, and Lieutenant General E. O. Thompson, member of the Texas Railroad Commission.





HEAD TABLE GUESTS included Alfonso Barneche, manager of the production department of Pemex, the Honorable Ken Regan and R. B. Anderson, who introduced the guest of honor. Special dishes created for the event were named for Mexico's principal oil fields.



OIL BANKING was represented by Nathan Adams, left, chairman of the board of the First National Bank in Dallas. H. N. Mallon is at right.

Southwest has ever seen, even in the city noted for its extravagant entertainment of oilmen.

The guest list included nearly 1,000 names and read like a historic "Who's Who of the Oil Business." Guests came from all over the country, taxing commercial and private air line facilities into Dallas. Company executive planes flew into Dallas the top executives of prominent oil companies such as Phillips Petroleum and Cities Service from Bartlesville, Oklahoma; Warren Petroleum, Tulsa; La Gloria Corporation, Corpus Christi; Standard of Texas, Houston, and Magnet Cove Barium Company, a Dresser subsidiary, also from Houston. All of the oil controlled by the men gathered together in the Dallas banquet room represented one of the world's greatest international powers.

The finest of everything the Hotel Adolphus could provide was ordered for the occasion.

The Grand Ballroom was decorated with the flags of every state in the United States and Mexico and the flags of friendly foreign nations.

A full-color map of Mexico showing the locations of important Mexican oil fields provided a backdrop for the speaker's table. A miniature scale model oil derrick set the scene immediately in front of the speaker's rostrum.

The hotel's head chef created special dishes for the event, naming them for the five major oil fields in Mexico. The fruit cocktail, Jose Colomo, was garnished with miniature Mexico and United States flags. Even the custom-ordered filet mignons were delicately flavored with Mexican seasonings. The des-

sert was specially molded ribbons of ice cream representing the flag of Mexico.

The importance of the speech that followed the dinner proved worthy of its preliminaries.

Senator Bermudez began by declaring the significance of oil on the international scene. "The world would not be what it is today without the efforts of the men in the oil industry. The greatest stage of improvement and advancement that has been accomplished is largely due to the oil men.

"The people of the world would starve if it were not for the efforts of the oil men. To think that the world could get along without oil would be just about the same as to say that we could get along without civilization, without democracy and without religion. Oil has played the

most important part in the struggle for freedom."

Next he summarized briefly the advances Mexico's oil industry has made in the last five years. Senator Bermudez said that Pemex has discovered four major fields, producers of gas, and two major fields, producers of oil. Two medium fields and 18 small and very small fields have been discovered.

"At present we have 111 drilling and work-over rigs. We have a production of 230,000 barrels of oil a day and we intend to increase that this year," Senator Bermudez said. "We also have an available production of 350,000 cubic feet of gas in Northeastern Mexico and like amounts in Southern Mexico. We believe that we have enough gas, as of to-

THE INTERNATIONAL ATMOSPHERE honoring Mexico and the United States was created at the oil banquet by flags from every state in the United States and Mexico. A large four-color mural, locating the principal Mexican oil fields, acted as a back-drop behind the speaker's table.





MINIATURE FLAGS DECORATING the head table were interesting to, left to right, Robert F. Windfohr, president of the Texas Mid-Continent Oil and Gas Association, Mayor J. B. Adoue, Jr., Ignacio A. Pesqueira and Neville Penrose of the Texas Good Neighbors Commission.

day, to supply our domestic demands in Northeastern Mexico and a sizeable amount of gas available for export.

"At this particular moment we have 150 A number structures that are waiting to be drilled. We have never had a rig," Senator Bermudez stated. have several structures waiting for a rig," Senator Bermudez stated.

The Mexican oil leader commented favorably upon the co-operation he had received from independent oil men, mostly from the United States.

"Of the 267 wells that we drilled, 59 per cent were drilled directly by Pemex and 41 per cent were drilled by independent oil men. Of the footage drilled, 70 per cent was drilled by Pemex and 30 per cent by contractors. The explanation is that most of the shallow wells were drilled by contractors and the deep wells were drilled by Pemex. Those who have signed contracts with Pemex and the Mexican government agree that the contracts are fair and satisfactory from an economic and financial point of view. It is our desire that those people we have invited to our country be successful."

Speaking about his own country, Senator Bermudez said, "We Mexicans feel very fortunate to have as our leader, a statesman of high caliber, President Aleman. Above all things he has the love of his people at heart. He has undertaken to wage a battle against the traditional curse of Mexico's poverty. Poverty is synonymous of slavery and it is the ambition of every Mexican in Mexico to achieve economic independence. We have suffered poverty for 500 years and it is about time that we play a different role

in the world and that we quit being poor.

"The greatest accomplishment that has been achieved by President Aleman is that of strengthening the faith and the confidence of the Mexican people in their own country. We know that we face a brilliant future."

Senator Bermudez concluded by discussing the close bonds between the United States and Mexico. He said,



TWO INTERNATIONALLY FAMOUS Dallas men, E. DeGolyer, geologist, and Tom E. Braniff, aviation executive, joined in honoring Senator Bermudez.

"Geography has placed us together. I hope that friendship and goodwill bring us even closer together. Mexico and the United States should set an example of how two great countries can get along together. The international line is not a dividing line. We should see that it is a uniting line. The United States and Mexico have something to offer to the other countries of the world. The international line is not filled with fortresses on the Mexican side and on the American side. There is not a single soldier."

"UNTIL I SEE YOU IN MEXICO, adios y muchos gracias," Senator Bermudez called to Dallas friends as he boarded his plane for Mexico.



-it's in Dallas!

Hats off to Dallas Magazine born in 1922. This reminds us March 1 was our 30th Anniversary, too.

Reminiscing... we remember creating the "It's in Dallas!" advertising campaign of 1921 which brought response from 'round the world.

Greater Dallas had a population of 161,297 in 1920... compared with 492,553 in 1950. Chamber of Commerce members numbered about 1800 in 1922, and now we have over 4500. There were six Advertising Agencies in the 1922 telephone book, while this year's book has 88.

Ours is the only Agency still operating under the same name and continuous management.

Forecasting... we believe there's going to be a lot more to Greater Dallas, an ever-growing Chamber of Commerce, an even finer Dallas Magazine than the already fine one to tell the stories of a constantly expanding area.

To meet the increasing needs of this industry, Crook Agency is ADD*ing space, personnel and service for even better ADD*vertising in the future.

Crook Addvertising Agency
SOUTHWESTERN LIFE BUILDING

Member: A. A. A. A.

***This 30-Year-Old Agency Renders All Regular Services,
Then ADDS Incomparable Merchandising for EXTRA Results.**

1952 Sports Show Bills Seal, Tramp and Crow

THE fourth annual Southwest Sports and Vacation Show, one of the top five in the United States, will lure people from four states into the huge Automobile Building at Fair Park, April 18-27.

This unique show, which provides entertainment that cannot be found in any other type of extravaganza, has proved in three short years one of the annual features on the Dallas calendar.

This year there will be more exhibits of the latest in fishing, hunting gear, outdoor equipment, boats and motors, alluring travel spots and game birds, animals and fish than in any previous show.

Managing Director Martin P. Kelly has informed the *Dallas Morning News*, sponsors of the show, that the 12-act show, held twice daily on a stage and in the world's largest portable pool, will be one of the largest.

The sports show attracts people from Texas, Oklahoma, Louisiana, and New Mexico.

In addition to the matinee and night stage tank show, there are hundreds of interesting things for people to do and

see on the floor of the immense Automobile Building.

Acceptance of the show is attested by the fact that 336,000 people saw the first three, more than 100,000 each year.

The log rolling and canoe tilting acts, "musts" in sports show entertainment, will again be offered. Director Kelly has reached out to Europe for two of the remaining big-time acts.

Linon, the ragged tramp, and the Ivanovs have toured Europe for years. Linon wins the hearts of audiences and also causes heart skip with his pathetic appeals to the fans and with his amazing dexterity on a tight rope.

The Ivanovs are a comedy bar act Mr. Kelly signed after seeing several similar acts.

The Ivanovs, whirling through the air with abandon, have captivated audiences this spring in New York, Boston, Cleveland and Atlanta sports shows.

Bobby Winter, a hit on Ken Murray's TV show and a star at the Palace



Theater, New York, where Judy Garland recently brought back vaudeville on a big scale, has an amazing juggling act hailed as the most sensational ever staged.

Canoe tilting, a mirth-provoking act, will consist of competition between the recruiting forces of the Army, Navy Marines, Air Force and Coast Guard. Trophies will be presented the winning teams in the event.

Dick Berg's three Hollywood seals, Phil Bennett and his talking, singing crow; Oldfield and Ware, acrobatic contortionists; Bobby Winters, a top flight

By Ray Osborne

ONE OF THE TOP jugglers in the country, Bobby Winters, comes to Dallas from a New York stage.



LINON THE TRAMP presents a 14-minute bit of pathos and thrills on the tightrope. A veteran performer from Europe who has headlined Ringling Brothers' shows, he's certain to thrill sports show crowds.



juggler; Gressner's dog act, which will be performed both on the stage and in the pool, and Indian war dances are some of the other acts which are expected to attract men, women and children.

The sports show, number one in the nation, its first year from the standpoint of the number of nationally known manufacturers exhibiting, has this year, weeks before the doors open, broken its own records.

A third more big time sporting goods manufacturers will have their gear on display for the hunters and fishermen to see, handle and test.

Travel, too, has expanded until it has overflowed its 500-foot long aisle. Exhibitors from as far away as Nassau in the Bahama Islands and the northern states and others such as Florida will attempt to lure Texas vacationers.

Sports shows were unknown to the Southwest in 1948, when E. M. (Ted) Dealey, president of the *Dallas Morning News*, decided outdoorsmen in this area should have a show of their own.

It came into being after a year's planning and was an immediate success. It turned out to be not only a sportsman's show, but a travel extravaganza which attracted exhibitors who wanted to shout the beauty and advantages of such vacation spots as those in fifteen states, Mexico, Canada and Nassau of the Bahama Islands.

Now, hundreds and possibly thousands of people return to the show three and four times. There is just too much to see in one visit. The stage and pool show takes an hour and a half. A visit to the exhibit of live game birds, animals and fish native to Texas requires another hour. And there are hours of entertainment on the floor among the exhibits.

One can see a half dozen motion pictures, most of them in vivid color. One can test tackle and guns. One can try out tackle in a casting pool built especially for that purpose. One can savor samples of barbecue and other foods. One can collect literature on dozens of ideal travel spots and then try to decide where to go. Trailers are an attraction seen by most of the visitors at the show. Boats, many of them very unusual, take up a great deal of time for the aquatic-minded person.

The live game-fish-bird exhibit, which is brought in by the Texas Game and Fish Commission each year, will be augmented by the addition of beaver and deer this year.

Few Texans have ever seen the dam-

building little animals with the broad tail which live on many of Texas' streams. Other unusual animals on exhibit will be ocelot, wildcat, ringtail cat, nutria, a fur-bearing animal which is comparatively new to Texas, and coyotes.

All of the game fish found in the waters of the state will be swimming in the large tanks which are a big part of the exhibit. If possible, the Game Department, will display every wild duck and goose which comes to Texas during the long migrations from north to south and back again.

A pen of deer, which will be placed outside the building, should prove a big attraction.

The *News* will also sponsor, in connection with the sports show and for the fourth year, the Southwest Sports Show Casting Tournament.

It will be held on the lagoon at Fair Park and is expected to attract more than 200 casters from Oklahoma, Texas, and Louisiana, as it has done each year.

The tournament is unique in several ways. The *News* donates 29 trophies and 74 chevrons to the winners in the various events.



THE TALKING CROW, Jackie, will sing and whistle besides talk with his owner, Phil Bennett.

The open team competition is unusual in that any individual or any club can enter as many combinations of five men as they desire. Usually tournaments limit them to one.

The winners in the five-eighth ounce accuracy plug competition will form two teams of five persons each. The tournament is handled each year by Dallas Anglers Club for the *News*.

CONTORTIONIST TEAM of Oldfield and Ware may not be fishermen but they can catch the audience's laughs.





RUSH BY AIR: ONE COTTON GIN

Photography by Squire Haskins

IN the early days of Dallas when agriculture provided the major livelihood of the community, a good cotton crop could create considerable excitement.

Merchants would hook the latch-string on their country stores to put in every hour possible to gather the valuable white harvest. School children played hookey to help in the fields. Farmers worked from sunup to sunset in order to make the extra bales that would clear off the mortgage that had carried them through the summer.

But the early pioneers along the banks of the Trinity paid little attention to the cotton crop that was more than one day's wagon journey away. They could not have envisioned that a cotton crop 2,000 miles away would have caused the "rush rush" emergency that occurred in Dallas early this month.

Back in September of last year, Señor J. Enrique Luna, a cotton planter in

Managua, Nicaragua, ordered a plantation type cotton gin from the Murray Company of Texas.

For the Murray Company of Texas, located at 3200 Canton, sole manufacturer of the Murray system of ginning machinery, an order for a cotton gin was only routine business. Complete cotton gins — including the giant two-story buildings that house them—are designed and manufactured inside the fence at the Murray Company's giant Dallas plant. The finished products of the Murray Company sell for approximately \$150,000 or more.

So when Señor Luna's order for the cotton gin came in marked for shipment by ocean freight, it was handled in routine manner. In a few days, however, Señor Luna asked that his order be stopped, fearing that unless the cotton crop improved he might not need the new gin this year. At the end of February the

prospects began looking better and early in March, Señor Luna called C. D. West, export manager for the Murray Company, and told him that he needed the gin "pronto." In order for the gin to arrive in time to be of value in the Nicaragua harvest it would have to be in operation in early April. Señor Luna authorized its shipment by air.

Checking in to the details of shipping, Mr. West discovered that he had several problems of special handling:

1. None of the regular commercial air freight services could handle such a large shipment on routine flights.
2. The cotton gin would have to be disassembled and packaged in cartons small enough to go inside the plane's door.
3. Each package was limited by weight in order that the plane could be properly balanced and so that it would have proper support from the super structure of the plane.

4. A special routing would have to be planned so that emergency landing fields were provided enroute.

5. Civil Aeronautics Administration regulations pertaining to the number of hours the crew could fly without rest had to be met.

6. Adequate landing facilities had to be assured at the destination.

After making a preliminary check of these obstacles and finding that they could be overcome, Murray Company officials began work at both ends of the air journey. Charles Elbert, export field engineer, worked out the engineering details, and determined the type machinery required for the Nicaragua area. E. R. McGuire, Murray Company sales representative in Nicaragua, arranged to be at the Nicaragua airport to help unload the shipment and transport it about five miles where it would be set in operation. Even before the gin left Dallas a concrete foundation for it was poured in Nicaragua, under the supervision of O. C. McRae, installation mechanic. Jacinto Adame, installation mechanic, arranged to assist with the installation.

In Dallas, John B. Graves, traffic and transportation manager, and Bob Robinson, superintendent of the warehouse and shipping department, worked out the details of the shipping and loading. The gin was packed into 37 crates, weighing a total of 20,000 pounds. Pan American Airways flew a special DC-4 into a Southwest Airmotive hanger for loading. Every crate was fitted into the plane as tightly as boards on a new house.

The plane left Dallas at 5 a.m. and arrived in Managua, Nicaragua, 10 hours later, without even stopping to refuel.

The gin would be in operation within 30 days after it had been ordered. Cost of the transportation amounted to nearly one-third the total cost of the gin, yet the extra cotton that Señor Luna would harvest would still make the operation a profitable one.



TOP: Cotton gin was crated in 37 packages in order to pass through the doors of the plane. Workmen are loading the trucks at the Murray Company warehouse in the top photo.

SECOND: Loaded with a 20,000-pound cotton gin, two transfer vans arrive at Southwest Airmotive hangar at Love Field.

THIRD: Custom papers are checked at the airport by (left to right) Norman Eaton, Dallas representative for Pan American Airlines, Victor Young, pilot, and C. D. West, export manager for the Murray Company who co-ordinated the shipment.

BOTTOM: Hydraulic lift truck hoists the final crate into the DC-4 cargo plane headed for Nicaragua.





Chamber President Names Committees

NEW committees and chairmen to serve the Dallas Chamber of Commerce during 1952 have been announced by Ben H. Wooten, Chamber president.

"We are fortunate to have these Dallas business and civic leaders accept their important assignments," Mr. Wooten said. "They have done outstanding service to Dallas and their own organization for many years.

"Our Chamber of Commerce represents the ideals in business and the community in general that men strive for. The farsighted vision and leadership of the men who pattern our city's progress should inspire us to look to new horizons," the Chamber president stated. "It is the spirit of Dallas that demands the best for our city.

"The only way the Chamber of Commerce can furnish the manpower, provide the money, supply the ideas and translate them into a program of action to keep Dallas in its desirable position of leadership in the Southwest is for more business and professional people to assume their share of the job," he said.

Expanded functions of the Chamber have added several new committees since last year. All are outgrowths of other committees, now requiring the attention of a separate committee.

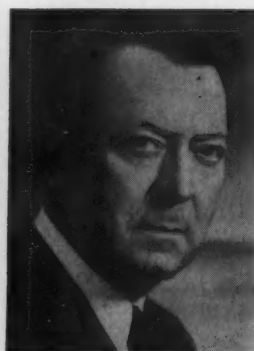
A total of 37 committees was announced by Mr. Wooten. The committees and their officers follow:



AUSTIN F. ALLEN



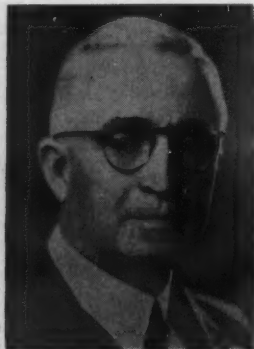
TYREE BELL



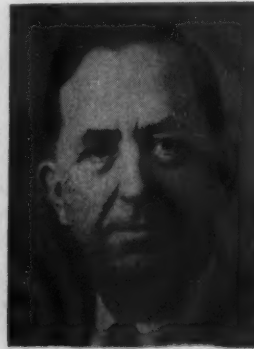
GEO. WAVERLEY BRIGGS



W. R. BURNS



JOHN W. CARPENTER



PAUL CARRINGTON

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EARLE D. BOTTOM, *Vice Chairman*

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DR. UMPHREY LEE, *Vice Chairman*

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DALLAS • MARCH, 1952

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HOWARD P. HOLMES	R. L. THORNTON, JR.
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REX LENTZ	D. L. WHITTLE
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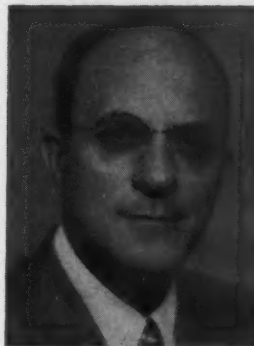
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JOHN D. McCALL	W. L. WYMAN
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JOHN O. McSHAN	



JEROME K. CROSSMAN



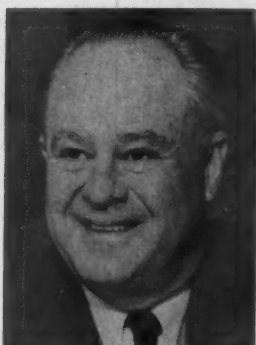
E. M. (TED) DEALEY



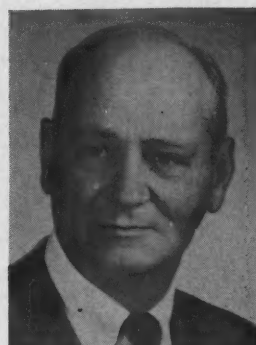
LELAND S. DUPREE



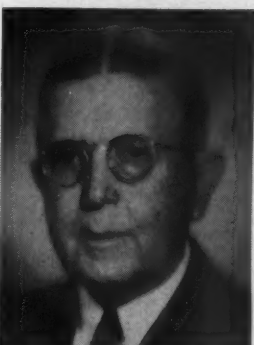
P. B. (JACK) GARRETT



E. B. GERMANY



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HIGGINBOTHAM	



ARTHUR KRAMER, JR.



MARVIN LOVE



GEO. L. MacGREGOR



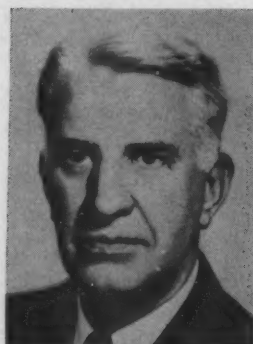
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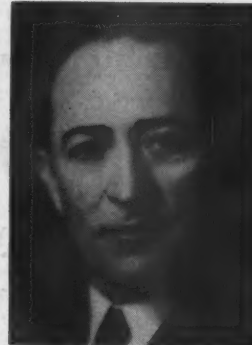
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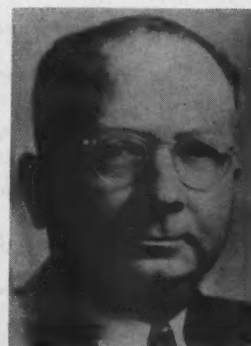
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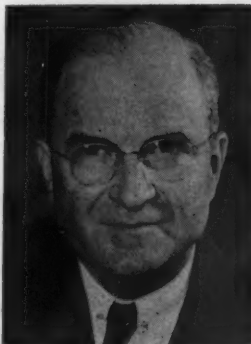
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Flashing Lights Teach Ways To Live Healthy

ATENDANCE reached 1,167,811 in its first five years and still they come.

The Dallas Health Museum, a unique institution for health education, attracts more and more people each year to enjoy its exhibits on the "wonder that is man." It actually passed the million mark before its fifth birthday.

One of the most popular by actual count than any other museum in Fair Park, the Health Museum does a constant teaching job to a public unaware it is being educated. Health education is made entertaining by means of its ingenious three-dimensional exhibits. One simply looks, and sees and then knows.

Among devices used to attract and hold the attention of the visitor, are flashing lights that carry the eye from one part of the exhibit to another; also levers to turn, buttons to push, making the observer a participator, too. These are the textbooks the museum employs for the most fascinating of all sciences — man himself.

Exhibits at the museum are insured for \$75,000. Most popular of all, according to Mrs. Marguerite Hays, director, is the "Beginnings of Life" series. Children and adults alike pore over the sculptures showing the actual birth of the baby, and

return again and again to see it once more.

Most spectacular of the displays is the noted "Transparent Man." It was made in Germany some 30 years ago and displayed at the Dresden Museum of Health. Another transparent man is under construction in the Dallas Museum workshop, which, Mrs. Hays says, will be an improvement even on the far-famed original one. Before long, if funds are available, the museum hopes to have a transparent woman too.

Just who are the thousands of people who come to study the displays on health at the museum? They are all types, ages, colors and creeds. Included are students from the first grade through college, many of them sent by their instructors as a required part of their courses. Perhaps the most enthusiastic visitors are the small children, who beg to be taken there, who run from one spot to the next, flashing the lights, turning the levers, making the giant ear rock back and forth, inspecting the replica of the human brain. Their faces lengthen into actual awe, when, upon visiting the "Transparent Man," a dramatic "voice" explains how the organs function.

Recently, Gus Bowman, vice president of the Mercantile National Bank, headed a committee on raising funds for the



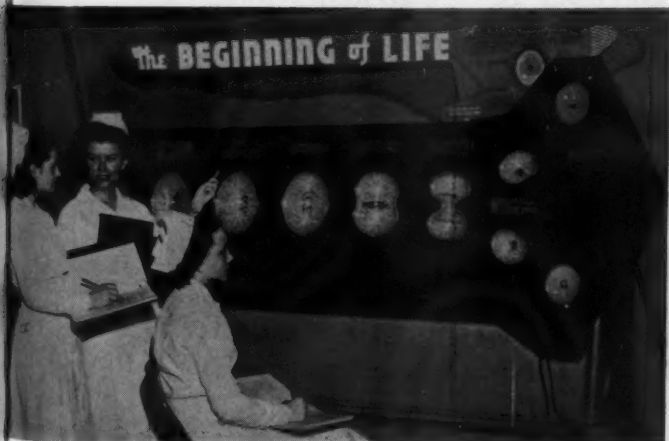
DENTAL HEALTH is the subject of one whole room at the museum. Mrs. Marguerite Hays, museum director, describes the institution as a "quick university" with 200,000 students per year.

museum. Assisting him on that committee were Jack Estes, co-chairman, and Oskar Grumow, Dr. M. O. Rouse and Harold Boss.

Other current members of the museum board of trustees are Dr. J. R. Maxfield, Jr., president; R. L. Thomas, treasurer; R. W. Baxter, James F. Chambers, Jr., Ray C. Dixon, Dr. Everett C. Fox, Oliver W. Hammonds, Jack Kreuger, H. Neil Mallon, Dr. O. M. Marchman, Dr. Lloyd Messersmith, Homer R. Mitchell, Charles R. Moore, J. B. O'Hara, Mrs. George C. Powell, Dr. Frank Roark, Travis T. Wallace, Mrs. Wilfred F. Waters, J. Ralph Wood and Dr. J. Ross Woodul.

BEGINNING OF LIFE series is fascinating to young and old, the layman and the professional person. This unit of the series was made in the museum workshop, and like many of the exhibits, has flashing lights that lead the eye from one part to another. A technically difficult subject is made graphic and real, as no textbook can do it.

DURING COTTON BOWL WEEK, the Health Museum featured a new exhibit called "Athletes Need the Best of Health." Pictured with the exhibit are two Y. M. C. A. football players. The "Y's" pigmy grid teams were guests of the museum at an autographing party attended by Doak Walker, Babe Parilli and Doug Moseley.



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Advertisers' Most Valuable Member. Recognized as the most valuable member of the Dallas Advertising League was Clifton Blackmon, center, when he was presented with a plaque by P. M. Rutherford, left, at a recent luncheon meeting in the Hotel Adolphus. League president is Duffield Smith, right. Last year Mr. Rutherford held the title and this year he headed the committee selecting Mr. Blackmon, who is the First National Bank's assistant vice president in charge of advertising and public relations. The valuable member is secretary-treasurer of the advertising group and is a former publicity director of the Dallas Chamber of Commerce.

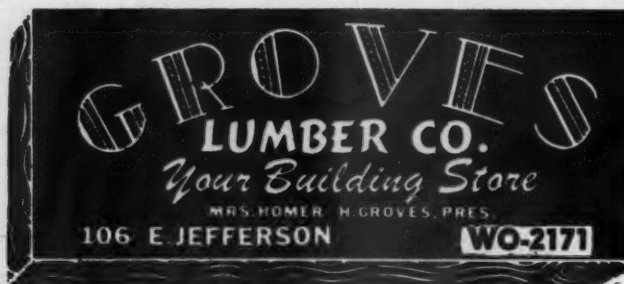
JIM R. BROWN was appointed an account executive this month in the Dallas office of Beer and Company, investment banking firm. Mr. Brown formerly served three years as executive vice president of the Texas Junior Chamber of Commerce.

LON M. PACE is the new president of the First National Bank Club, employees' organization. Other new officers are GUINN GODWIN and RICHARD HUTCHISON, vice presidents, and CHRISTINE McCLUNG, secretary-treasurer.

"Serving Dallas for Over 40 Years"

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- LIME and CEMENT
- SASH and DOORS
- WALLPAPER



We Have Only the One Location



James K. Wilson Promotions. Recently promoted in the Jas. K. Wilson Company were, left to right, Ray Martin, Max Logan, Jack Peck and James Tassos. Mr. Martin, formerly furnishings salesman on the first floor, has been promoted to manager of the men's slack department on the second floor. Mr. Logan was promoted to manager of the hat department, and has had 25 years' experience in the men's clothing field, serving in various store capacities. Mr. Peck, formerly assistant manager of the men's furnishings and sportswear departments, was made manager and buyer for the young men and boys' departments. Mr. Peck has been with the company for five years, starting to work there while attending Southern Methodist University. Mr. Tassos, another former S.M.U. student, was promoted to assistant manager of men's furnishings and sportswear, filling the position vacated by Mr. Peck. Mr. Tassos has had nine years' experience selling men's furnishings and hats.

J. L. TOONE is now managing the land department for the Lone Star Gas Company. He joined Lone Star Gas in 1929 as a member of the legal department, specializing in oil and gas law and land titles.

J. W. SINGLETON, JR., has been elected an assistant vice president of Empire State Bank. Mr. Singleton, a practicing attorney for 18 years, has had experience in banking, insurance and automobile financing.

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NEW PRESTON CENTER CORNER,
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have been wisely used to achieve a unified,
dramatic, modern effect. The "block of build-
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J. N. McCammon, architectural engineer
in installing the following: Golden Plate
glass (reduces sun's effect on merchan-
dise), interior mirrors, Hollobilt metal
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bey-Owens-Ford plate glass, and Brasco
Safety-Set metal.

2019 N. Lamar

Phone PR-7751



My Cousin Rachel

By Daphne du Maurier, published by Doubleday, 348 pages, \$3.50.

ANOTHER du Maurier masterpiece of storytelling is "My Cousin Rachel."

The story of Rachel has the same qualities of suspense as the unforgettable "Rebecca." The author has that wonderful talent in writing that leads the reader on. There is no slack of action or pages filled with descriptive passages.

This strange story concerns young Philip who was orphaned at infancy, and spent his youth with his bachelor cousin, Ambrose Ashley, who brought the boy up as he would a son, to someday take his place as master of the 500-acre estate in Cornwall. Ambrose and Philip lived the life that every bachelor probably dreams of, just as they pleased.

Philip's only ambition was to be as much like Ambrose as possible, and after graduation from Oxford, he wanted nothing more than to live the tranquil life of a gentleman farmer. All went well until Ambrose took a trip to sunny Italy for his health. There he met and married his cousin Rachel, and never again returned to his beloved England. Philip was at once shocked and heartbroken, but continued to run the estate, rarely hearing from Ambrose. One day an alarming note from his cousin sent him

to Italy, a three weeks journey, only to find that Ambrose had been buried a week when he arrived, and his cousin Rachel vanished. Upon investigation he discovered all was not well between Rachel and Ambrose, but shocked and grieved he returned to England condemning himself for not coming sooner to protect Ambrose from this woman whom he felt had caused his death.

When the widowed Mrs. Ambrose Ashley turned up in England bringing Ambrose's personal effects, young Philip was ready to meet her with hatred in his heart, but he wasn't prepared to meet a young and beautiful Mrs. Ashley whose mourning dress made her all the more attractive.

Although left completely out of her husband's will, Rachel Ashley was gracious and kind, and captivated young Philip. He gave her a generous allowance and insisted that she live on the estate. It wasn't long before Philip was in love, and Rachel was in full command of the household with all servants at her beck and call.

One day a letter to Philip from Ambrose showed up in his old clothing. The letter told all about Rachel and warned Philip against her.

Du Maurier has woven an intriguing story around Rachel who might be devil or angel, but certainly a woman whom you will never forget.

Daphne du Maurier has written such successful novels as "Rebecca," "Frenchman's Creek," "Hungry Hill" and "The King's General." She is the granddaughter of novelist George du Maurier and the daughter of the noted actor, Gerald du Maurier. She lives in Cornwall, and her husband is a prominent official in the royal household.—By Jerry Porter.

WATCH

for the Opening Date

We are moving into the new Baptist Building in the near future and we'll be "The Book Corner" again . . . 701 N. Ervay at San Jacinto.

We want to thank you for your patronage in our temporary location, and will look for you to visit us in our beautiful new bookstore.

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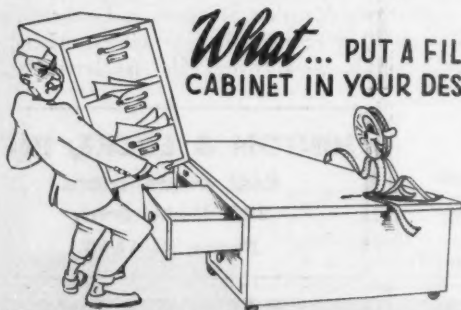
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Gas Company Executives. Two Dallas officials of the Southern Union Gas Company who received promotions this month are James C. Reid, right, as executive vice president and H. N. Oldham, left, as vice president and operating manager. Mr. Reid, who joined the 23-year-old utility more than 16 years ago, first served as assistant operating manager of the Southern Union's West Texas and New Mexico properties, with headquarters in Santa Fe. He came to Dallas in 1937 to head the company's engineering department. The following year he was made a vice president and director, and since 1943, he has served as director, vice president and operating manager. Mr. Oldham became associated with the company more than 17 years ago. After a brief service in the gas company's home office at Dallas, he served as industrial engineer at Santa Fe and as assistant district manager of the company's Southeastern New Mexico district at Carlsbad before becoming district manager, the position he held for 13 years.

Plans Branch. Amercoat Corporation, a division of American Pipe and Construction Company, Los Angeles, has opened Dallas offices and warehouse at 1227 Levee with Harry J. Miller as district manager.

Variety Store Opens. A new M. E. Moses Company, variety store, has opened at 1200 Elm Street. The store with 10,000 square feet of selling space, is the twentieth chain store owned and operated by M. E. Moses.



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WFAA Personnel Changes. This month two key positions in the radio station, WFAA, were designated to Karl Lambertz, left, as assistant manager in charge of programming and Ralph Widman, right, as assistant studio manager in charge of transcription services. Mr. Lambertz is active in theatrical and entertainment enterprises in Dallas, having conducted orchestras in many of theaters of the city. He first was associated with WFAA in 1928 as a member of the Twilight Trio and held the position of musical director from 1933 to 1946. Mr. Widman has been with WFAA for the past four years, and has appeared extensively as commentator and announcer on the station, originating the annual Milk Bowl game in 1949. He began his radio career in 1939.

Acquires Contract. Vilbig Construction Company of Dallas will build three flood control dams north of McKinney under terms of a \$119,453 contract.

Firm Changes Name. Harben Metal-fab Corporation, 1400 East Jefferson, has shortened its name to Metalfab Corporation.

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Southwestern Life

Reports to the people of Texas

Statement of Condition, December 31, 1951

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Texas County and Municipal Bonds	16,337,280.66
Public Utility and Corporation Bonds	24,550,072.80
First Mortgage Loans on Real Estate	100,804,510.62
Collateral Loans	1,932,824.69
Home Office Building	1,900,000.00
Preferred Stocks	10,393,467.48
Bank Stocks	3,144,849.59
Other Common Stocks	6,743,910.86
Cash	4,319,652.11
Loans Against Cash Value of Policies	19,729,896.97
Accrued Interest and Miscellaneous Assets	1,292,301.11
Net Premiums to Complete Policy Years	8,390,223.61

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in the statement.

TOTAL ASSETS \$245,641,716.50

LIABILITIES

Policy Reserves	\$214,151,020.64
Premiums and Interest Paid in Advance	5,140,586.66
Reserve for Taxes and Other Liabilities	3,368,016.66

TOTAL LIABILITIES \$222,659,605.96

Surplus Funds for Protection of Policyowners:

Capital Stock	\$ 5,000,000.00
For Investment Fluctuation and Other Contingencies	7,982,110.54
Surplus	10,000,000.00

TOTAL CAPITAL, SURPLUS AND CONTINGENCY FUNDS 22,982,110.54

\$245,641,716.50

Wherever You Are in Texas . . .

Southwestern Life's more than 800 agents and employees, located in 215 Texas communities, the home office and 16 branch offices, make prompt service conveniently available to policyowners. Wherever you live in Texas, Southwestern Life is near enough to serve you.

- ★ Insurance in Force: \$891,107,312
- ★ Policy Benefits Paid in 1951: \$12,395,856
- ★ Policy Benefits Paid Since Organization: \$153,545,838

Southwestern Life

Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS

FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE



Receives Linz Award. Recognition for "outstanding, unpaid service to the Dallas community" was given to Roscoe L. Thomas, second from the left, in the form of an inscribed silver plaque by the Linz Jewelers at a luncheon in the Hotel Baker last month. The Linz Award for 1951 was presented to Mr. Thomas, Dallas banker and president of the Dallas School Board, by John E. Mitchell, Jr., extreme left, chairman of the judging committee and winner of the 1950 award. Watching the top Dallas civic presentation are Clifton Linz, second from right, president of Linz Jewelers, and Mrs. Tom C. Gooch, wife of the president and editor-in-chief of the *Times Herald*.

Shoe Store Opens. Pennmoor Shoe Corporation's store at 6127 Luther Lane in Preston Square had its formal opening last month. M. L. Edgerton is local manager and supervisor and has been with the Pennmoor organization nine years.

Food Mart Opens. The grand opening of the H & H Food Mart was held this month at 10218 Midway Road. Owners Raymond F. and David W. Hathcox mark the third food mart opened during the past five years with this store in the Walnut Hill area.

Appraisal Engineering Service, Inc.

Scientific Valuations in the Southwest

Over 30 Years Experience in Appraising Lands and Buildings

Henry P. Inge

Porter Lindsley

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Dallas, Texas

DORSEY

THE DORSEY COMPANY
DORSEY BLDG. • DALLAS

PRINTERS • LITHOGRAPHERS • STATIONERS • OFFICE FURNITURE

VISIT OUR DISPLAY ROOMS

YOUR GLOBE- WERNICKE DEALER



George M. **STUART** florist

1422 Commerce St.

Randolph 5175

Muzak

IN INDUSTRY

An Analysis of a Survey
"MUSIC IN WAR PLANTS"

Conducted by the
WAR PRODUCTION BOARD
Washington, D. C.

Conclusions of an outstanding war-time investigation conducted by the War Production Board, which covered 100 plants employing industrial music DEFINITELY PROVED that music is highly desirable in industry.

- MUZAK INCREASES PRODUCTION*
- MUZAK IMPROVES MORALE*
- MUZAK PENETRATES NOISE*
- MUZAK HAS THE ONLY WORK MUSIC LIBRARY*
- MUZAK'S PROGRAMMING IS THOROUGHLY SCIENTIFIC*
- MUZAK INCORPORATES A PUBLIC ADDRESS SYSTEM*

*Only MUZAK can consistently accomplish these results because only MUZAK has packed 15 years of on-the-spot experience, exhaustive research and \$5,000,000.00 in an outstanding product, known to all who use the best in work music, as MUZAK, the "planned" music service.

Reserve Life Bldg., RA-9257

MORTGAGE LOANS

COMMERCIAL AND INDUSTRIAL
BUILDING LOANS
RESIDENTIAL, CONVENTIONAL,
AND F.H.A.

TO BUY, BUILD, REFINANCE, REPAIR
OR REMODEL—BEST INTEREST RATES



Loans approved from plans and
specifications on proposed buildings.

SOUTHERN TRUST & MORTGAGE CO.

"Established 1924"

Approved FHA Mortgagee

F. M. LOVE, Ch. of Board—AUBREY M. COSTA, Pres.
1302-4 Main Street Phone RI-5551
INSPECTIONS, COMMITMENTS on CONVENTIONAL
LOANS IN 24 HOURS

Employment Agency



PRESENTING
DALLAS'
FINEST
EMPLOYMENT
SERVICE

CALL ★ OFFICE
RI-3426 ★ SALES
★ TECHNICAL

Time Saved in Finding Right Employee
With a Minimum of Interviews
NO CHARGE TO EMPLOYER

EVANS

207-B
PRATORIAN BUILDING

EMPLOYMENT SERVICE



REMINISCING EARLY ACCOUNTS of the Crook Advertising Agency, celebrating its thirtieth anniversary this month, are Wilson Crook, Jr., Wilson Crook, Sr., founder and active agency head, and James P. Anderson.

Crook Adds Up 30 Years

THIS month marks the thirtieth anniversary of the Crook Advertising Agency of Dallas, the oldest in the Southwest operating continuously under the same name and management. In 1922 when the agency was founded, only six advertising agencies were listed in the Dallas telephone directory. Today, some 88 agencies are operating in Dallas, which has come to be recognized as the advertising and graphic arts center of the Southwest.

Wilson Crook, founder and active head of the agency, attributes much of his business growth from a one-man operation to a sizeable member of the American Association of Advertising Agencies to the expanding economy of the region, but long-time observers give even more credit to his flair for putting ideas to work, his continuing emphasis on the future, his insistence on merchandising as an integral part of advertising and his ability to build and hold a first class organization.

The present Crook Agency leadership includes Jim Anderson, a Crook associate since 1939 and operating head of the agency during the early years of the war while Mr. Crook was in the Army prior to Mr. Anderson's departure for the Navy. Wilson Crook, Jr., who entered the business in 1947 after three degrees from S.M.U. and service in the Army, is the third member of the agency's management team.

Mr. Crook began his advertising career when he was with the Clem Lumber

Company, where he created "Billy Biddit," a trade character he syndicated to promote lumber and building materials throughout Texas. A job with the *Dallas Morning News* followed, during which time he created an institutional campaign, "It's in Dallas," that helped spark the city's growth in the early twenties.

Mr. Crook looked forward to a business of his own and bought the Louchard Advertising Agency on March 1, 1922. Within the next year or two he acquired the accounts of Walker's Austex Chili Company, Southwestern Life Insurance Company, Atlas Metal Works and Dallas Plumbing Company, all still Crook accounts.

Mrs. Tucker's Foods, then Interstate Cotton Oil Refining Company, the Coca-Cola Bottling Company of Dallas, and the Linz Jewelers were added to the agency's list in the thirties; Johnston, Inc., Cullum & Boren and Dallas Federal Savings and Loan Association, in the forties.

Today's Crook Advertising Agency is a "team" operation. Emphasis is on ideas co-ordinated with a client's sales opportunities and problems. Such stress is placed on this co-ordination that the agency issues a periodical sheet of business and promotional information under the masthead "ADD*vertising" and above the logotype "Crook ADD*vertising Agency." ADD*vertising is defined as advertising plus merchandising to add sales results for client.



Receives National Citation. Karl Hoblitzell, Dallas theater man and philanthropist, center, was presented with a national citation this month by the National Conference of Christians and Jews for his dedication to "the concept that under the Fatherhood of God all men are brothers, whatever be their creed, color or national origin." The presentation was made by Jerome K. Crossman, right, member of the national board of the conference. Eric Johnston, left, president of the Motion Picture Association of America and national Brotherhood Week chairman, was the principal speaker at the dinner honoring Mr. Hoblitzelle.



Sports Writers Promoted. Two veteran sports writers, Jere Hayes, left, and Louis Cox, right, were recently promoted on the *Daily Times Herald* sports staff. Mr. Hayes has been sports editor of the paper for 33 years and is now in the new position of sports director. Mr. Cox has written amateur sports for the paper for 26 years and was named sports editor by Mr. Hayes. Additional duties have also been given to two other members of the sports staff. Reg Westmoreland will assume the duty of make-up editor along with his assignment as outdoor editor. Jim Lawson will now be in charge of high school and amateur event stories.

DALLAS • MARCH, 1952

Sherman isn't a
Smart Aleck!



He just doesn't have
"Continuous Vision"

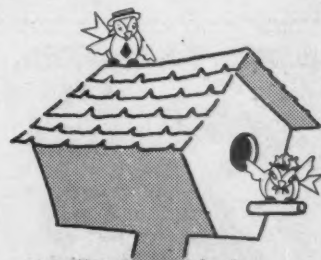
Sherman suffers the same impairment as many other bifocal-wearers. He can't see quickly and easily—he's forced to tilt his head to see *clearly*—and incidents like this are bound to happen. He should see his doctor about Continuous Vision Lenses. They restore comfortable, natural vision as well as youthful seeing habits. Our experience in filling prescriptions for CVs in your choice of frames will add to your visual comfort.

"The Prescription House for the
Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968

338 Medical Arts Building Dallas



You'll take pride in
your new home, when
you build with Wiener
lumber. From floor to
roof, we suggest using
the best materials... it
costs so little more!

WIENER
Lumber Co.

MAPLE AVE. and NWOOD RD. ★ JUSTIN 6111



GOING NORTH?

3 Fine Trains Daily

KATY FLYER

Lv. Dallas Union Station 7:30 am

Lv. Highland Park - - 7:41 am

TEXAS SPECIAL

Lv. Dallas Union Station 6:10 pm

Lv. Highland Park - - 6:18 pm

THE BLUEBONNET

Lv. Dallas Union Station 9:20 pm

Lv. Highland Park - - 9:28 pm

PHONE:

PRospect 7-0311



M-3

32 YEARS OF

Industrial AUCTION and APPRAISAL Service



Contact IRV ROSEN regarding your liquidation or appraisal problems. No obligation.



EYE
GLASSES

\$ **6** ⁹⁵
_{up}

**FREE
MAIN**

EYE
CHECK
OPTICAL
COMPANY

1927 MAIN ST.



Dallas Dinner Honors Oilman. Dallas oilman, J. L. Latimer, right, welcomed Raymond L. Dillard, left, of Mexia, and Robert F. Windfohr, center, who was honored as president of the Texas Mid-Continent Oil & Gas Association from Fort Worth, at a meeting of North Central and Central Texas oilmen this month. The organization's Dallas directors were hosts at a reception and dinner at the Brook Hollow Golf Club. Mr. Dillard, Central Texas vice president, presided at the meeting and President Windfohr spoke on the current trends in the petroleum industry. The Dallas visit was one in a series being made in oil cities over the state. Price control of crude oil was cited as an example of "big government control for the sake of control and not because of the need for control," by Mr. Windfohr at the meeting. "Only competition in a free market can dictate a realistic price level, one that presumably takes into account current visible supply and anticipated future demand," he said.

It's a Smash Hit!



**HOME
SHOW**

STATE FAIR
GROUNDS
MARCH
22 thru 30



if...

— **You** cut steel to irregular shapes of all kinds . . . circles . . . squares . . . rectangles . . . straight lines with square or beveled edges . . .

— **You** demand precision, production line steel shape-cutting . . .

— **You** work with steel plates, slabs, billets, or forgings . . . in metal up to 6-inches or more in thickness . . .

Then pick up your fountain pen and fill in the coupon below for all the information contained in the easy-reading 12-page booklet describing the many features and advantages of the production-proven new Airco No. 50 Travograph. Please mail the coupon to us today, or write us on your business letterhead.



AIR REDUCTION MAGNOLIA COMPANY

A Division of Air Reduction Company, Incorporated
Beaumont • Corpus Christi • Dallas • El Paso
Fort Worth • Hobbs • Houston • Oklahoma City
San Antonio • Shreveport • Tulsa • Wichita Falls

Southwestern Headquarters for Oxygen, Acetylene and Other Gases . . . Carbide . . . Gas Welding and Cutting Machines, Apparatus and Supplies . . . Arc Welders, Electrodes and Accessories

AT THE FRONTIERS OF PROGRESS YOU'LL FIND



Air Reduction Magnolia Company
Division of Air Reduction Company, Inc.
Advertising Department
Houston 1
Texas

Gentlemen:

Tell me about the No. 50 Travograph today. Send me your catalog.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Be Sure—Insure with Sherman
All Lines of Insurance
F. H. SHERMAN
508 S. W. Life Bldg. PR-0488
Member Dallas Insurance Agents Assn.

olivetti Printing
Calculator
Fully Automatic
S. L. EWING CO., INC.
1919 Main Street RI-6711 Dallas

Phone



RA-7362
ST-1604



Elected Vice Presidents. William H. Philp, left, and Arthur A. Akard, right, have been elected vice presidents of the Huey & Philp Hardware Company. Mr. Philp has been appointed general sales manager. He joined the company in 1923 and succeeded his father, John W. Philp, on the board of directors. He was in the United States Army from 1934 to 1946 and attained the rank of colonel. Returning to Huey & Philp in 1946, he became director of personnel and warehouses, and in 1951 was made assistant sales manager. Mr. Akard has been with the company for 47 years, starting in 1905 as a traveling salesman, with headquarters in Weatherford. He succeeded his father, Madison Decatur Akard, to the board of directors in 1943, and in 1948 was appointed a member of the executive committee.



Built of Confidence

Dallas companies in whom you put your trust...by the same token... put their trust in **STEWART OFFICE SUPPLY COMPANY** for expert planning and furnishing. Mr. Anton E. Hill, Secretary-Treasurer of the Praetorian Insurance Company, followed this rule for complete satisfaction when remodeling his private office. The result—a beautiful office, carefully planned and co-ordinated... using the products of such outstanding manufacturers as Standard Furniture Company... Gunlocke... and Carlton-Surrey.

CALL **Stewart's**

STATIONERS • OFFICE OUTFITTERS
1523 COMMERCE STREET PHONE PR-8581
WHEN YOU WANT SERVICE AND QUALITY

Chamber Honors French Official

Officials of the French government tourist office this month revealed plans for a Texas Week on the Riviera this summer.

At a reception given in his honor by the Dallas Chamber of Commerce, Alexandre de Manziarly, agent general of the French government tourist office in New York, announced that July 12-20 would be celebrated in France with festive balls and parades, fireworks, rodeos and fashion parades in honor of Texas.

Shown at right with M. de Manziarly, seated center, are Allen Merriam, left, of the *Daily Times Herald*, and Glenn G. Costin, executive director of the Dallas Council on World Affairs. Standing are, left to right, Roy Jenkins, manager of the foreign department of the Dallas Chamber of Commerce, Leland Renfro, of the *Dallas Morning News*, and Harold F. Volk, vice president of the Dallas Chamber of Commerce.

The Texas Week on the Riviera celebrations have been organized for touring Texans and other Americans.



HERE IS WHAT FRED C. MARTH OF A. HARRIS & COMPANY HAS TO SAY ABOUT DIEBOLD RECORD SYSTEMS:

"The decision to select Diebold Systems was taken after careful study, and we find we have made no mistake. We are not only satisfied but enthusiastic about this system's operation and we want to commend your organization for the fine service rendered in connection with it — it was really far beyond the usual."

F. C. Marth
Secretary-Credit Manager
A. Harris & Company



Diebold

INCORPORATED

2016 MAIN STREET

DALLAS 1, TEXAS PHONE: RI-9908

"SERVING TEXAS AND THE GREAT SOUTHWEST"

Microfilm • Rotary, Vertical and Visible Filing Equipment • Safes, Chests and Vault Doors
Bank Vault Equipment • Burglar Alarms • Factory Branches and Dealers in all principal cities.

Complete Packaging Service

Including...

Retail Store Boxes

Folding Cartons of Every Kind

Paraffined Food Cartons

Corrugated Shipping Containers

Full Line of Shipping Room Supplies



Pollock

PAPER CORPORATION

SOUTH LAMAR & ALMA STS. • DALLAS

HAwood 4161

OFFICE FURNITURE BEAUTIFULLY

REFINISHED

FREE estimates cheerfully given
Phone RI-3449



2214 MAIN STREET

IN DALLAS Last Month



Named Executive. Alvin P. Flannes was named vice president and assistant general manager of the Southland Supply Company, Inc., this month. He will direct the sales of plumbing, heating and industrial supplies from the Dallas and Tyler offices. Mr. Flannes formerly was with a California manufacturing company and for the past five years was sales manager of the firm's eastern division.

HUGH B. WILLIAMS has been elected a director of the Empire State Bank. He is president and founder of the Hugh B. Williams Manufacturing Company, Inc.

all types



MATERIAL HANDLING EQUIPMENT RENTING

RA-8411



For Spring It's Flowers

THE first step in the establishment of a garden center for Dallas comparable to the lavish botanical gardens in other large cities will be the Gardens of the Southwest Flower Show to be presented in the Science Building at State Fair Park, April 19-27.

Undertaken by the garden clubs of Dallas in co-operation with the State Fair of Texas, the show will be the first big-scale flower show in Dallas since 1939.

There are 133 garden clubs in the Dallas Garden Club Council and a majority of the thousands of women who belong to these clubs will participate in the show. In addition a number of out-of-town garden clubs will take part.

The garden center project, dormant



FLOWER TALK is underway by Mrs. Herbert Marcus, general chairman of the Gardens of the Southwest Flower Show, and R. L. Thornton, president of the State Fair of Texas.

since 1941 when it was abandoned because of the war, was revived by Mrs. Frank G. Harmon, who is serving as coordinator for the April flower show. Mrs. Herbert Marcus is general chair-

man of the show.

Exhibits will change every third day of the show and the final two days will be devoted to work by out-of-town garden club members.

(AD COPY)

DALLAS MAGAZINE

March issue

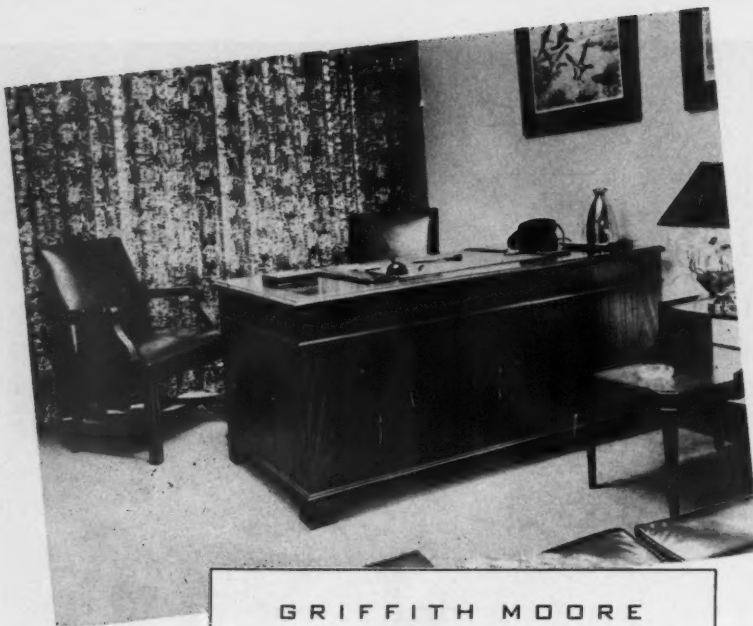
Efficient businessmen know the importance of being on time! And time is paramount with Dallas Railway. Every vehicle operates on a time schedule. Alert business executives urge their employees to use public transportation and be on time!

All transit operators will gladly furnish up-to-the minute printed schedules to riders upon their request.

Knowledge of the transit schedules is the surest way to be on time!

Dallas Railway





GRIFFITH MOORE

Here's the beautifully appointed office of Mr. Griffith Moore, oilfield equipment executive. Completely furnished by Bennett Printing Company.

Another Furniture installation
by *Bennett's*



*Here's a
suggestion
for you...*

Luxurious DAVENPORT . . .
an asset to any firm. Rugged
oak or genuine walnut framework,
upholstered in top grain leather.
Double-coned springs, sagless web
bottom will give the maximum in
comfort, beauty, and durability.
Ask your Bennett Man to show you
the wide range of colors available.

\$483.50

PRINTING
LITHOGRAPHY
OFFICE FURNITURE
OFFICE SUPPLIES

Bennett's

BENNETT PRINTING COMPANY
1829 CORNICANA - DALLAS, TEXAS

TELEPHONE RIVERSIDE 3201

serving the southwest for 67 years



Heads Cleaning Association. Dave Wallace is the newly elected president of the Professional Laundry and Cleaning Association of Dallas, which celebrated its third anniversary last month. Carl Mangold is the new treasurer of the organization, which promotes wider public understanding of the industry and higher standards of quality among its members. Member firms are American Laundry, Blue Ribbon, Fishburn's, Oriental, Progress and White Star.

1 1 1

HERC FICKLEN, Dallas Morning News cartoonist, received last month the top freedom award of \$1,000 and honor medal for his cartoon, "Our Steel Helmet," by the Freedom Foundation, Inc., for "bringing about a better understanding of the American way of life."

**INDUSTRIAL and
COMMERCIAL
CATERING
WITHIN 200 MILES
OF DALLAS**



The Casa Linda FOODMOBILE
Brings Our Kitchen
to Your Door!

LEE BEDFORD

**CASA LINDA
CATERING SERVICE**

11038 Garland Road

Phone FA-2746



Baker's Club President. O. C. Taylor, credit manager of Dixie Wax Paper Company, has been elected president of the Greater Dallas Bakers Club. Other officers are Roland W. Baird, Jr., Mrs. Baird's Bakery production manager, vice president, and Sam Burns, sales manager of American Products Company, secretary. Directors elected were A. L. Addington, George Kendrick, Teddy Harris, Lloyd Davis, J. Lewis Schutts, Roy Braden, Wayne Kistler and L. D. Mize.

W. E. McANALLY is the 1952 president of the board of trustees for the Dean Memorial Home for Children, the Community Chest agency at 411 North Fitzhugh. Other officers are DR. WILLIAM B. DEAN, vice president; J. A. MAXWELL, JR., secretary, and HAROLD WINEBURGH, treasurer.

WED E. REID, former sales manager of the Western Newspaper Union in Dallas, has been appointed manager of the Dallas division of the printing machinery and printers supply house located at 600 South Akard Street.

FRANK CHAPPELL has been appointed southwestern regional public relations representative for the National Foundation for Infantile Paralysis. He is political writer for the *Times Herald* and is president of the Press Club of Dallas.

R. J. O'DONNELL, executive vice president of the Interstate Theaters of Dallas, has received the second Exhibitor Award by *Look* magazine. He recently was elected a director of the Dallas Hotel Company, operator of the Hotel Adolphus.

Now Leasing

Space in a modern merchandise mart in the heart of downtown Dallas... Ideal for jobbers, distributors and manufacturers agents. Patterned after the Chicago Merchandise Mart... now being remodeled. For information, Write, Call or Wire...

470,000 SQUARE FEET AVAILABLE

- Large Office Areas
- Small Offices and Suites
- Combination Offices and Show Rooms
- Warehouse Space

J. N. FISHER, Realtor
Mercantile Bank Building, Dallas Phone RIVERSIDE 4675



"SICK ALL OVER"

"When my feet hurt, it makes me sick all over." More truth in that remark than the average person realizes. The same may be said of EYESTRAIN which causes bodily tension and often headache, neuritis in the shoulders or other aches and pains. Give your Eye Physician a chance to KEEP your eyes normalized.



D. MARTIN THOMAS

Bring Your Eye Physician's Prescription to us for A-1 Quality Lenses

THOMAS
OPTICAL COMPANY
GROUND FLOOR MEDICAL ARTS • DALLAS

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

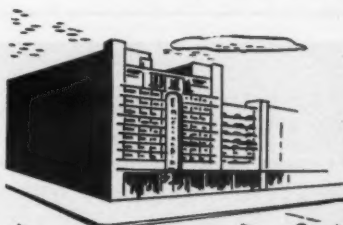
Phone TAYLOR 5194

IT'S HERE TODAY AND HERE TOMORROW

THAT'S WHY

Good Paving COSTS LESS

It lasts longer



Consider the life of the paving, not the initial cost. The Texas Bitulithic Company possess the three requirements for producing long-lasting, low-cost paving.

EQUIPMENTover \$1,000,000 in modern machinery.

EXPERIENCE45 years in the Southwest.

KNOW HOW ...over 600 employees with 93 key personnel in the grade of foreman or above.

ASPHALT OR CONCRETE

See us first for estimates



2121 Irving Boulevard

Phone RIVERSIDE 3531



MARGARET ELLEN JONSSON

Ice Parade

THERE'S an aura of excitement around the Dallas Fair Park Ice Arena these days as members of the Dallas Figure Skating Club prepare for their new ice extravaganza, "The Ice Parade of 1952."

The production has enlisted more than 100 skaters and musicians under the direction of Chris (Marge) Kelley, formerly of the "Ice Follies" and originator

of "Ice Cycles," Ann Patton and Jane Zeiser, professionals of the club. Zelman Brounoff of the Dallas Symphony will direct the orchestra.

Performances will be given at the Fair Park Ice Arena at 8:15 Friday and Saturday evenings, April 4 and 5, with special performances for the community organizations — members of all social agencies, the Veterans Hospital, and rehabilitation groups — on Monday evening, March 31, and for the Cotton Ginners Association, as guests of the Gin Machinery and Supply Association, on Tuesday evening, April 1.

Starring in the show are some of the country's outstanding amateur skaters, Betty Lynne Stogner, recent winner of the Senior Women's title at the Midwestern Competitions in Cleveland, Sully Kothman, winner of the junior men's title at the Midwesterns, and Margaret Ellen Jonsson, one of the top 10 in the junior women's at the Midwesterns, and a host of professional stars from the leading ice shows in the country. They include Mae Ross, a former star of "Ice Follies," Frank Turrella and Ann Haroldson, also of the "Follies," and Jane Zeiser.



DALLAS' OWN ICE SHOW will include figure skating dancing line, above, and the smaller "bunnies" and "chicks" below.



IN THE TRINITY INDUSTRIAL DISTRICT



"Under the
Skyline
of Dallas"

the new home of
INTERNATIONAL
PRINTING INK
Division of
INTERCHEMICAL
CORPORATION

For information on the Trinity Industrial District consult your real estate broker or . . .

INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Building • RI-6552

Get a **Bettes Loan** *to Build or Buy*

**INSURANCE
MODERNIZATION LOANS**

T. J. BETTES CO.
1202 MAIN STREET



Advertising Staff Member. Kelly Maddox has joined the staff of the Couchman Advertising Agency. He is a veteran of 22 years in radio, having formerly served as production director for the National Broadcasting Company with headquarters in Chicago. He joined WFAA in 1941 as production manager and was advanced to the position of program manager, a post he had held for the past several years.

LARRY G. STARK, formerly of San Francisco, is the new general sales manager for Dennison's Foods.



JAS. K. WILSON COMPANY invites you to meet Mr. Rudie Sparr of the Second Floor Men's Clothing Department. Rudie joined Jas. K. Wilson in 1947 and has had considerable experience in the men's clothing field. He will appreciate the opportunity of showing you Jas. K. Wilson's impressive new spring and summer stocks.

Advertisement

* We Print DALLAS Magazine

good printing...

*the way
you want it...*

DELIVERED ON TIME!

Whether your business is selling merchandise,
or performing a service to the public,
good printing, delivered on time,
can help you do a better job.

Go to
Haughton Brothers
for Better Printing

3116 COMMERCE STREET • PR-2583

"Constant and unrelenting effort to achieve an air conditioning installation of the highest value to our customer, accompanied by alert, economical maintenance and service throughout the years of its use"—

FOR SIXTEEN YEARS THIS HAS BEEN ONE OF THE BASIC IDEALS OF OUR COMPANY. THIS IDEAL WILL CONTINUE TO BE OUR POLICY.

Matthews Engineering Company

2122 OLIVE STREET

Riverside 5166



Have a Plan for the Disposition of Your Estate,

Put it Into Writing... Name a Bank as Executor of Your Will

Three simple steps that will require little of your time.
That will give you peace of mind.

That will conserve more of your estate for your heirs.
Consult your attorney. Have your wishes written into your will.

If our long experience in handling estates, if our knowledge of estate tax laws—can be of help to your attorney and you, please feel free to consult us.

At your convenience we shall be pleased to explain the service of our Trust Department. Ask for any of our Trust Officers.

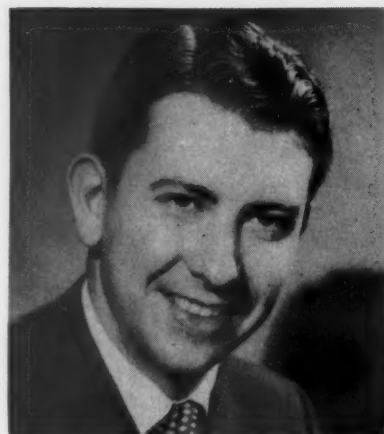
TRUST DEPARTMENT

**Dallas
National**

Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"Oldest Trust Department in Dallas"



Account Executive. Roy P. Cookston is the new account executive of the Laughlin-Wilson-Baxter & Persons, national advertising agency. Mr. Cookston, a resident of Dallas for more than three years, formerly was Southwest division manager for a printing concern. He also served as advertising assistant on DALLAS.

JOHN MANGRUM has been elected president of the Dallas Big Brothers, a Community Chest agency. Other new officers elected include JUDGE PAUL PEURIFOY, first vice president; WILLIAM J. DONALD, second vice president; W. T. WELCH, secretary, and TOM C. GRIMLAND, treasurer. W. O. BANKSTON, NEAL THARP and DR. ALEX EISENBERG were elected new directors.

Recently appointed managers of two Western Supply stores were JACK BRADSHAW, manager of the store at 1800 Greenville Avenue, and JACK DAFFRON, manager of the store at 5402 East Grand Avenue.

TO EFFECTIVELY REACH THE NEGRO MARKET

Over 80,000 in Greater Dallas
More Than 187,000 in the Greater
Dallas Trade Area

Call **IMperial 1328**

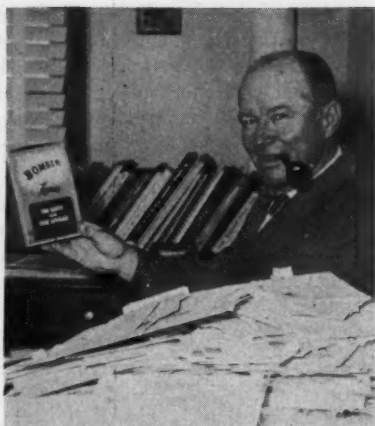
ANTHONY T. DAVIS

PUBLIC RELATIONS

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Only Home-Owned Dallas Negro
Newspaper

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Expands Agency. Marvin Winsett, head of the Marvin Winsett Advertising Agency, has expanded the agency he has owned since 1930 by purchasing the interests of another Dallas agency, retaining the name of Marvin Winsett Advertising Agency. He has been in the same location in the National City Building since 1936. Mr. Winsett has contributed many articles and papers to national magazines on advertising, philosophy, photography and various other subjects. His biography was included in the 1950 edition of "Who's Who in the South and Southwest."



Commanding Officer. Captain Braxton S. Hamblen of San Angelo is now commanding officer of the 3750th Squadron, United States Air Forces, based at the Dallas Aviation School on Love Field. Captain Hamblen enlisted in the Air Force in January, 1940, and has served continuously since his enlistment. He graduated from Officer's Candidate School in 1943 and served in the Pacific Theater of Operations during the war for two and one-half years afterwards.

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Joe Amis



MARY LEE SMITH

Mary Lee Smith

By Joseph Sterne

MARY LEE SMITH was greeted on her first day in the insurance business with a typewriter that looked like it had been successively through the Chicago fire and the San Francisco earthquake.

The brown-haired coed from Howard Payne College had marched into a Brownwood insurance office looking for work. Her prospective boss chatted a little, then asked her to sit down and write a business-like letter asking for a job.

"I had never typed a business letter in my life," Miss Smith recalls two decades later.

"And that typewriter. I couldn't figure out where to set the left hand margins, so I had to write a letter with lines about two inches wide, way over on the right-hand side of the page.

"I turned in the letter, thinking that maybe real estate would be more fun than insurance. But my boss, God bless

him, took compassion and gave me a job."

Miss Smith remained in the Brownwood insurance firm for about four years. She learned the elements of her business—mostly through trial, but some through error.

January was her first month on the job, and Miss Smith coasted along renewing a batch of policies her boss had handed her. The work quieted down through the first week of February... the second... the third.

Suddenly Miss Smith and boss jointly realized that she didn't know insurance policies are renewed in months other than January. It took some fast, furious work to catch up that final week in February. But the novice secretary made it.

And she's been renewing policies—hundreds of marine policies, fire policies, casualty policies, everything but life insurance policies—ever since. In her career, there's been only one major move.

Miss Smith had heard so much about Dallas she had to come and see if it were true. In 1936, therefore, she took a job as secretary for the Dallas firm of J. Frank Holt and Company. And today, Mr. Holt looks on her as much more than a secretary.

"She's my right hand man," he says. "She can handle practically any phase of this business and has a wonderful way of working up insurance policies on a very personal basis."

Miss Smith has the happy knack of remembering names. "I can remember a customer's name even if I see him only once a year. Believe me, it helps in this business."

This ability to inject a personal touch in business keeps Miss Smith on the telephone more than half of her working day. People call to tell her their cars have been stolen, or their homes have been burglarized or burned, and a hundred other tragedies, major and minor. Recently, after a hail storm in Carrollton, she was swamped with fifty calls about damages.

Miss Smith has picked up a lot of her insurance know-how merely by being on the job. But she has augmented this knowledge with special insurance courses sponsored by the Insurance Women of Dallas. Miss Smith is president of this group, the second oldest and second largest organization of insurance women in the United States.

As president this year, she has led Dallas delegations to regional and national insurance meetings, has actively pushed the club's support of Girlstown, U.S.A., at Whiteface, Texas, which is modeled after Nebraska's famous Boystown.

Miss Smith plunges into club work with her usual enthusiasm and optimism and go-getter attitude. Rather than allow her committees to fend for themselves, the club president makes it a habit of being around at most committee meetings.

She is a positive person, thoroughly the extrovert. And her bridge playing style shows how she can lose herself to her optimism.

Often when she is playing a hand, Miss Smith's conversations will sound something like this: "Darn, I knew I should have bid a slam... well, at least, a little slam... we could at least have made five... oh, well, we bid four spades and I guess we'll make it."

And usually, adds a friend, Miss Smith makes her game.



Heads Printing Company. Bryan Snyder, Jr., has been elected president of the Johnston Printing and Advertising Company and succeeds the late Mrs. Fred E. Johnston. Mr. Snyder joined the company as secretary in 1926. He is a past president of the Dallas Graphic Arts Association and former director of the Printing Industry of America and at present is treasurer of the organization's master printer's section. Other officers elected included Emil L. Borak, vice president and production manager; Bruner R. Penniman, vice president and secretary, and W. O. Rawlins, treasurer.



Mortgage Firm Head. W. Ray Montgomery became president of the 33-year-old mortgage firm, Realty Trust Company, and purchased half of its capital stock from the Dallas Rupe & Son this month. The directors of Realty Trust Company include Gilbert L. Bright, vice president; Robert E. Dennard, vice president; W. L. Moody, III, and R. A. Ritchie. Robert F. Ritchie is secretary. The Realty Trust Company was established in 1919 by the Dallas Rupe & Son.

T. E. FROSSARD has been appointed Dallas district director for the Office of Price Stabilization this month.

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print it!**

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With one of the most modern plants in this area Padgett has over a *half-acre* of letterpress and offset equipment. Latest addition is a fine new two-color offset press—none like it in Dallas!



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quality in every piece of equipment... any item of supply you buy is *plus value*, that definitely saves you time and money in the long run.

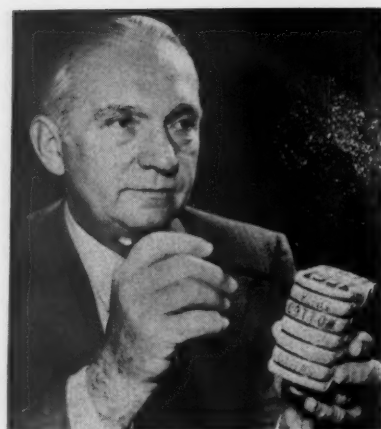
From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give *plus value* only. 53 years experience has taught us it pays!

DALLAS—5000 Harry Hines—JUL 311

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Distributors of Industrial Machinery
Machine Tools • Pumps and Motors Since 1896

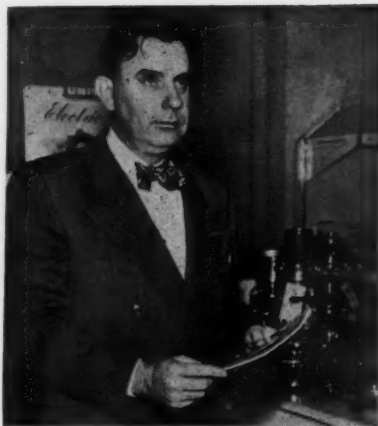
HOUSTON—300 S. Wayside Drive—YUKON-3361



Heads Cotton Shippers. M. H. Miller is the new president of the Dallas Cotton Shippers Association. He is manager of Crespi & Company and was president of the Dallas Exchange in 1950. Other officers include J. M. Craugh, vice president; K. G. Hunt, secretary-treasurer; J. S. Edmundson, J. F. W. Hannay and D. B. Thompson, directors. The shippers association is composed of representatives of shipping firms and all representatives must be members of the Dallas Exchange before they are eligible for membership in the Cotton Shippers Association.



County Leader. Buck Bailey has been named Dallas County 1952 Cancer Crusade chairman. April has been designated for the campaign in Dallas county and the quota is set for \$71,512. The Dallas Association of Life Underwriters will sponsor the crusade. Mr. Bailey announced the appointments of Carr P. Collins, big gifts committee chairman; W. Earl Manning, Jr., cancer control day chairman; George R. Jordan, employee participation chairman; Bob Bourdene, manpower committee chairman; Tom McHale, county chairman, and Mrs. S. C. Bovell, women's activities chairman.



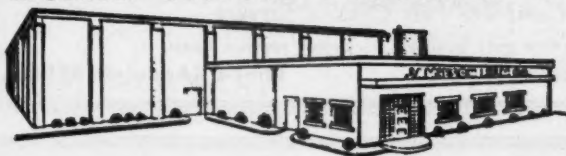
Housewares President. Ralph Hollingsworth is new president of the Texas Housewares Club of Dallas, organization of buyers and manufacturers' representatives in the field. He is manager of the housewares department of Peaslee-Gaulbert Corporation. Other officers include J. E. Perdue, secretary, and Don Swanson, vice president.



President's Assistant. James A. Phillips was named assistant to the department store president, W. A. Green, this month. Mr. Phillips formerly held comptroller and auditor positions with large mercantile organizations in New Mexico and Illinois. Three other appointments announced by the W. A. Green Company were those of Mrs. Ruth Chapman Jones as buyer of fashions on the fifth floor; Mrs. Alvarieta Baron as buyer for the sports shop, budget and daytime dress shops on the newly remodeled seventh floor and William D. Kearney as new director of display.

GEORGE J. WATTS, a former Philadelphia banker, has assumed his duties as assistant vice president of the Republic National Bank this month.

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OF DALLAS

DALLAS EXTERMINATING COMPANY

Complete Pest Control Service

"Good service gets business — Better service keeps it."

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HUNTER-HAYES CO.

ELEVATORS — PELLE MOTORSTAIRS

Commercial and Residence

Installation - Service - Repairs

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KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS and MANUFACTURERS

of CUSTOM MADE and

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Immediate Delivery — Remodernize Now

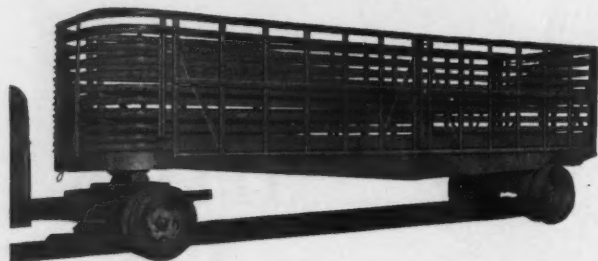
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If you need a commercial trailer or truck van body, chances are NABORS has it.

For example, livestock owners will be interested in the line of NABORS LIVESTOCK TRAILERS, such as this one. This happens to be the open type,

but we also have the pullman model with solid top and front. Safe, sturdy, no swing or sway.

There are others, too: machinery trailers, oil field trailers, platform trailers, grain trailers. Whatever it takes to handle the busy Dallas distribution— we have it!

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TRAILERS**

W. C. NABORS CO.

531 W. Commerce, DALLAS

Factory & Offices, MANSFIELD, LA.

Factory Sales and Service Branches:

HOUSTON 3, TEXAS—4201 Harrisburg Blvd.

MEMPHIS, TENN.—206 South Pauline St.

JACKSON, MISS.—727 South State St.



District Manager. Tom B. McFarlin is Southwest district manager of the four-state division sales and service headquarters being established in Dallas by the Commercial Controls Corporation, manufacturers of office machines and equipment. Mr. McFarlin will direct all sales and service operations in Texas, Louisiana, Oklahoma and Arkansas. He has 19 years' experience in the business machine industry and has been a partner in the McFarlin & Carpenter, a tabulating service bureau, for the past six years.



Advertising Agency Associate.

Larry Barker is now associated with the J. Neal Ferguson and Associates Advertising Agency as copy writer and account service man. He was formerly with the *Daily Times Herald* in the display advertising department. Prior to that he was advertising salesman for the *Vernon (Texas) Daily Record*.

H. E. DRUMRIGHT was installed this month as president of the Texas Public Health Association at the close of a four-day convention. Mr. Drumwright is chief of the inspection division of the Dallas Public Health Department.

Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

5223/KTC. **Japan.** Catering to dealers and collectors of Japanese sea shells, used as dishes or interior decorations by plastering into walls, etc., a Kyoto establishment wishes to contact those interested in importing services. They also offer cultured pearls to importers in this area.

5213/OTC. **Japan.** Kobe manufacturers wish to export split bambo fishing rods and fishing net to sole distributor in this area and surrounding states. Samples and price list will be sent upon request.

5213/HE. **Scotland.** Woolen firm wishes to contact large store and tailoring establishments interested in large stocks of woolen materials.

5213/HCCG. **Germany.** Berlin individual will act as buying agent or representative for American firms, importers or department stores in Germany.

5223/EC. **New York.** New York company, fostering foreign trade development, wishes to contact sales organization interested in handling an inspection instrument used in work shops and laboratories to detect flaws, hairline cracks, etc.

5223/B. **Mexico.** Textile manufacturers wish to contact representatives or distributors interested in buying steel products.

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RATES AND ROUTINGS QUOTED • FREIGHT
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There are today over 291,000 miles of submarine cable linking the continents and assisting in carrying on the commerce of the world.

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**Dallas Transfer
AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



G. K. Weathered, Pres.

C. E. Bradley, Vice-Pres.

R. M. Waskom, Sec'y-Treas.



1946: Mr. Miller conferred with Colonel P. A. Feringa, assistant chief of engineers for civil works, on the progress of the Trinity Improvement Program.



1948: Mr. Miller accompanied a group of Dallas leaders on an inspection of the Chance Vought plant in Connecticut.

1949: Mr. Miller participated in the presidential inauguration parade as a Director of Texas.



Dale Miller

(Continued from Page 7)

reincarnation of impressions and thoughts of years gone by. And yet the parade of those words of a decade ago could still be marched across the Washington scene, as applicable today as they were then, because the "metamorphosis in our governmental life which is profound and far-reaching," as noted in the first report back home, is still underway today, a metamorphosis of such scope and significance that its eventual consequences cannot yet be measured. "To what extent the American democracy will undergo transition is a question which the future and the people must decide. . . . Meanwhile, we should understand fully that we have embarked on a new phase of our national life." What was said then could be repeated today, as if the turbulent intervening years had not swept past us down the colonnades of time.

Indeed, with all its endless and recurring phenomena, Washington is much the same today as it was 10 years ago. Through a long and devastating war, a tenuous and tremulous peace, and a new mobilization for the ominous years ahead, this teeming city is still a vortex of tension and urgency, of undulating political passions, of extravagance and babble, of a turgid bureaucracy lumbering like a juggernaut to meet the mounting crises of tomorrow.

It has been a momentous decade, 10 years in this great caldron which holds the destiny of the world. It has been a decade of change and torment, of a relentless surge toward a collision of world ideologies, of a technological drive to shrink the earth to the terrifying intimacy of a hostile neighborhood. And yet, withal, it has been a decade of hope and strength and substance, a decade securely contained within the vast encompassment of mankind's ceaseless struggle for freedom.

Such has been the panorama of the past, which this page has sought in its small and inconsequential way to mirror month by month. But milestones quickly reached are more quickly passed, and, after all, a decade is only a tiny fraction of time. So, with apologies for these moments of reminiscence, this page is hereby orientated again to the future, to interpret some of the time, and to wonder all of the time, in this fantastic city, what the hell will happen next.



annual statement

GREAT SOUTHERN LIFE INSURANCE COMPANY

Home Office: Houston 1, Texas

STATEMENT OF CONDITION, DECEMBER 31, 1951

ASSETS

UNITED STATES GOVERNMENT BONDS.....	\$ 19,206,732
MUNICIPAL AND COUNTY BONDS.....	486,682
PUBLIC UTILITY BONDS.....	4,528,945
PREFERRED AND COMMON STOCKS.....	6,275,625
FIRST MORTGAGE LOANS ON FARM AND RANCH PROPERTIES.....	9,350,190
FIRST MORTGAGE LOANS AND BONDS ON URBAN PROPERTIES.....	65,634,730
REAL ESTATE OWNED.....	570,179
LOANS TO POLICYOWNERS ON THEIR POLICY RESERVES.....	9,359,055
NET PREMIUMS IN COURSE OF COLLECTION.... Due and deferred, secured by policy reserves	3,084,439
CASH	5,293,329
INTEREST DUE AND ACCRUED.....	520,559
TOTAL ASSETS	\$124,310,465

LIABILITIES AND SURPLUS

POLICY RESERVES.....	\$104,653,611
Amount which with interest and future premiums will pay all policy claims at maturity	
ADDITIONAL POLICYOWNERS FUNDS.....	4,569,133
Payments not yet due under instalment settlements, dividends left to accumulate and dividends apportioned to policyowners	
PREMIUMS AND INTEREST PAID IN ADVANCE...	1,784,995
CLAIMS NOT YET COMPLETED OR REPORTED....	460,506
Amount being held for beneficiaries pending completion of proofs of death	
RESERVE FOR TAXES AND OTHER LIABILITIES...	1,955,257
TOTAL LIABILITIES.....	\$113,423,502
RESERVE FOR CONTINGENCIES AND OTHER SURPLUS FUNDS	
CAPITAL	\$3,000,000
UNASSIGNED SURPLUS.....	4,500,000
RESERVE FOR CONTINGENCIES...	3,386,963
TOTAL SURPLUS FUNDS.....	10,886,963
TOTAL LIABILITIES AND SURPLUS	\$124,310,465

During 1951 beneficiaries and living policyowners received the sum of \$6,184,977.

Since its organization in 1909, GREAT SOUTHERN has paid policy benefits totalling \$115,785,727.

Today, 223,117 individuals own GREAT SOUTHERN protection amounting to \$547,518,628.

DALLAS AGENCY

P. H. HUFFSTETLER, Manager

1504 Kirby Building

Telephone: PR-8931

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Hal A. Gulledge
Walter C. Hedges
Harlin Morrison, Jr.
James F. Patrick

Fred R. Patton
Johnny S. Sierra
George G. Wells

INVESTMENT DEPARTMENT

A. C. Nicholson, Vice President
J. A. Childers



Every month for thirty years — DALLAS has served as a graphic monthly report on Dallas progress. Reading DALLAS has become an established habit in Dallas Business Life — from top to bottom — and among top executives over the nation.

Editorial excellence has made DALLAS the top Chamber of Commerce magazine in the nation. Its modern typography, wide use of color and art—its profusion of pictures — packs human interest into the ever-expanding "Dallas Story." Sustained readership through the years has made DALLAS a great advertising medium. It commands the interest of office boys and secretaries — it gets the enthusiastic approbation of new Texans.

Among advertising men and leading advertising agencies in the Southwest — DALLAS is a recognized business medium. You, too, can use DALLAS if you have a product or service to sell the key executives who control major buying power in Dallas.

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For Rates and Information
DALLAS

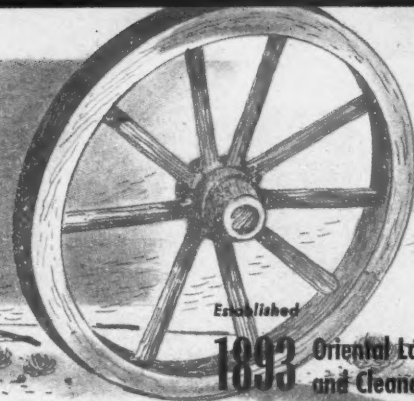
Business Magazine of America's
Number One Region of
Opportunity

TOM McHALE
Advertising Manager

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Dallas PIONEERS



Established

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning, and Fur Storage

1896 Briggs-Weaver Machinery Co.
Industrial Machinery and Supplies

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists, Decorators, Nursery Landscape Service

1898 The Praetorians
Life Insurance Service

1902 Cullum & Boren
Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1904 T. A. Manning & Sons
Insurance Managers Fire-Casualty

1905 Smith's Detective
And Nightwatch Service Electrical Protective Service

1910 Red Bryan's Smokehouse
Barbecued Meats

1910 Moser & Co. Realtors
Industrial, Commercial and Residential Leases and Sales

1911 Graham-Brown Shoe Company
Manufacturing Wholesalers

1857 Sanger Bros.
In Texas

Opened Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and Wholesale Distributors

1872 Waples-Platter Company
White Swan Fine Foods

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

1876 Lyon-Gray Lumber Company
Experienced Retailers of Building Materials

1878 National Bank of Commerce
Banking

1888 Sutton, Steele & Steele, Inc.
Engineers and Manufacturers Specific Gravity, Electrostatic and Centrifugal Separators

1889 Austin Brothers Steel Co.
Steel for Structures of Every Kind

1889 Watson Company
Contractors and Builders

1892 The Egan Company
Printing, Lithographing, and Embossed Labels

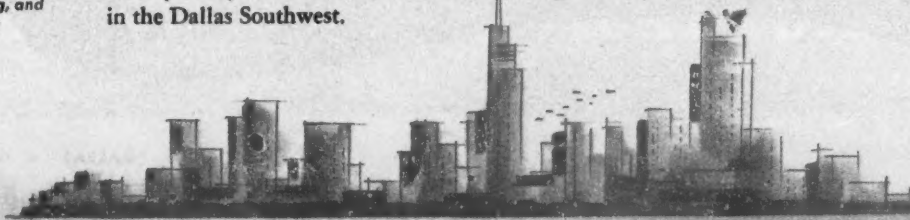


THE extension of the first railroad into North Texas 80 years ago, depicted in the above artist's sketch, marked the beginning of a new era for the Dallas Southwest. The first iron horse rolled into Dallas in 1872, and that same year the pioneer wholesale grocery firm of Waples-Platter was founded in Sherman and quartered in a tent to serve the construction crews laying rail for the Missouri-Kansas-Texas Railroad. During the intervening years, Dallas has become the center of Southwest rail transportation and the Waples-Platter Company has grown and expanded through the same period. Its famous White Swan products are not only household words in the concentrated Dallas-Fort Worth area, but throughout the whole state of Texas and surrounding states.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

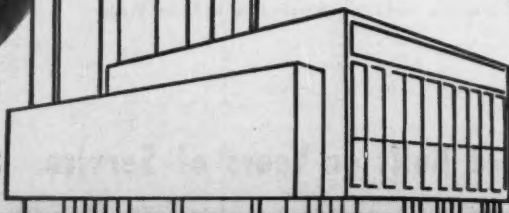




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CAPITAL AND SURPLUS \$42,500,000

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REPUBLIC INSURANCE CO. BLDG., 3415 Cedar Springs

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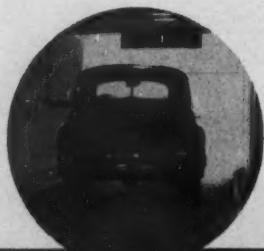
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at Dallas

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